

The National **CLEANER & DYER**

PART OF THE INTERNATIONAL BUSINESS

WEEKLY, 1951



HOW WASH CLEANER KEEPS TWO-TIME OF WASH... Page 20

FACTORS IN CHOICE OF PLANNING FILING SYSTEM... Page 29

HOW TO GET OUT STORAGE ROOM AND NEW SYSTEM... Page 47

SURVEY IS OUTLOOK ABOUT WASHING PROSPECTS... Page 70

ALFRED H. HARRIS, President
of National Association of
Dry-Cleaning and Laundry
Associations, Inc., is
Editor of this publication.
Address: 1000 Broadway, New York
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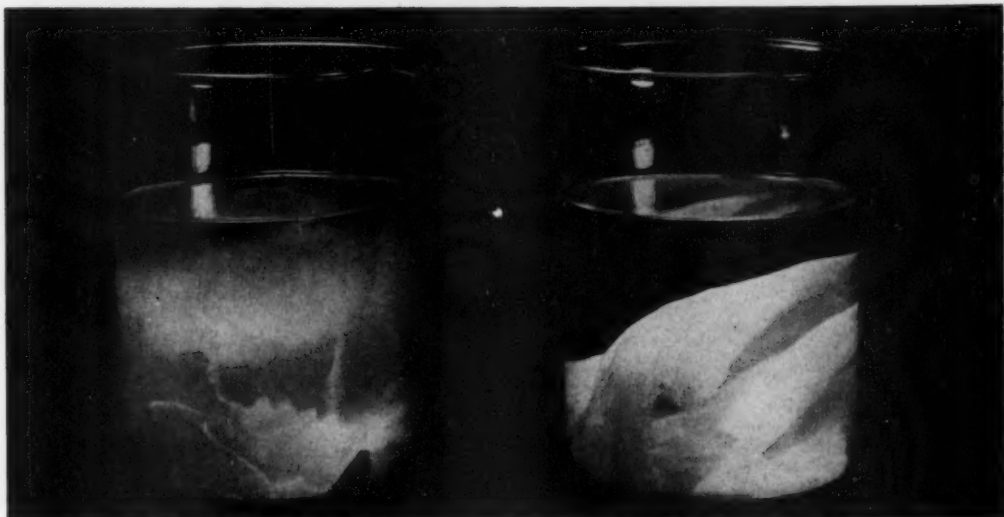
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VOLUME FORTY-TWO

DECEMBER NINETEEN HUNDRED AND FIFTY-ONE

NUMBER TWELVE

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More drycleaners run their engineering departments by the seat of their pants than any other operation in their businesses. If the boiler works, okay. If not, holler for help! If the presses work, okay. If not, holler!

To help spread a little more light in this murky corner of the drycleaning industry, an Engineering Editor appears on the masthead of THE NATIONAL CLEANER & DYER with this issue.

Joseph C. McCabe is well qualified to talk about engineering. He's worked every job from coal passer to licensed professional engineer making performance checks on boilers, generators, motors, water-treating equipment, etc., in a public utility's steam power plants.

Today, Joe is associate editor of *Power*, a highly respected magazine for power engineers. He's an active member of the fuels division of the American Society of Mechanical Engineers and belongs to the National Association of Power Engineers.

Best of all, Joe McCabe can write on engineering subjects in a language that you all and we all can understand. Besides contributing articles on engineering matters affecting drycleaners to THE NATIONAL CLEANER & DYER, he will answer questions from our subscribers on engineering problems in their drycleaning plants.

* * *

In the office of Jack Leavitt, Hartford (Connecticut) rug cleaner, we picked up a new phrase: "That ain't my writin'."

It seems that for quite a while every time something went wrong for which no one wanted the responsibility, a view of the records always brought forth a shrug and "That ain't my writin'." About the time it began to look like nobody wanted to be responsible for nothin', the thing turned into a joke. The phrase was applied only to ridiculous situations and was good for a laugh every time.

But the one that topped them all came from outside the plant. When the Leavitts' daughter was taken suddenly to the hospital Grandma and Grandpa Leavitt hastened to take over her tiny baby. Since the plant required their presence during the day, they arranged for their alterations woman to care for the baby in her home. Unaware of these swift developments the woman's husband returned home, gazed with astonishment into the crib and exclaimed: "That ain't my writin'!"—W.R.P.

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For December, 1951

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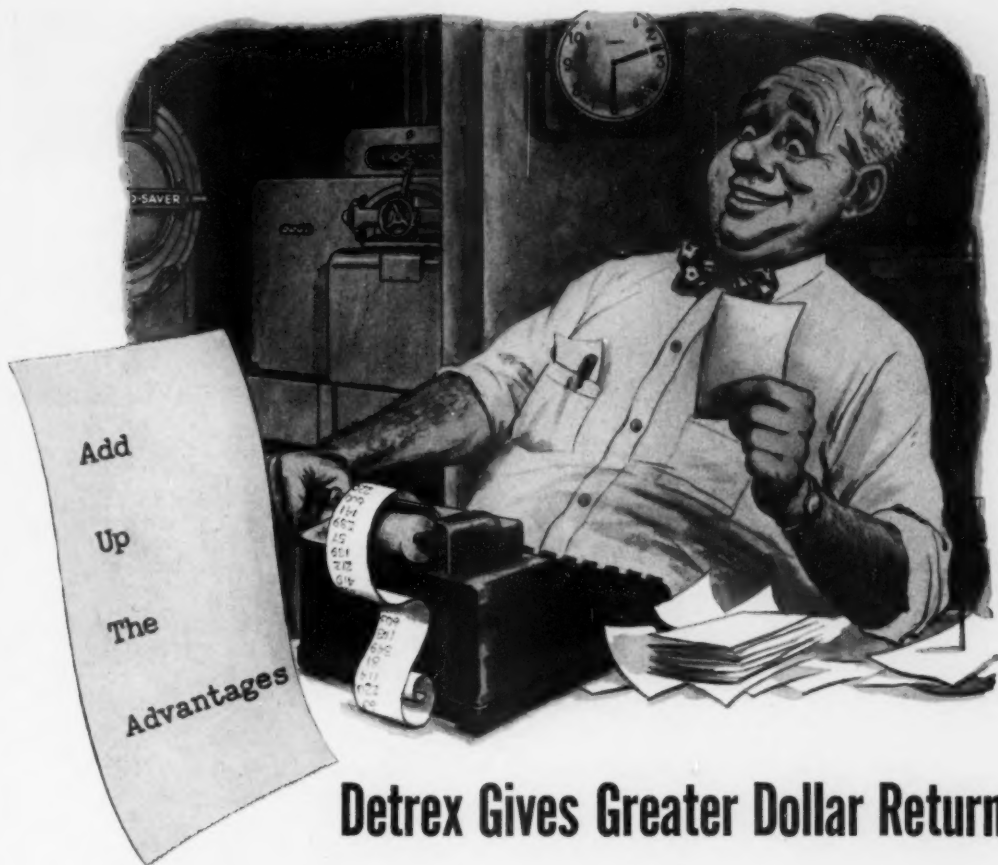
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LETTERS to the EDITOR

For Clorox-Yellowed Waffle Pique

Dear Editor:

I read with interest your question and answer concerning Clorox-yellowed waffle pique in the October issue of THE NATIONAL.

This problem came up with us and we were able to correct this yellowing by first immersing the garment in warm water and then placing it in five gallons of hot water containing one tablespoonful of sodium hydrosulphite. When the garment turned white we rinsed it thoroughly and neutralized it with a weak solution of acetic acid.

Perhaps this procedure may prove to be of help to your reader.

ERNEST ROTH

Pompton Lakes, N. J. Pompton Lakes Cleaning Co.

Charge System

Dear Editor:

We have been hearing a great deal about a "charge system" for drycleaning, also about strong soap solutions that are used on the filter. One cleaner here insists (has bet me, in fact) that they are the same thing.

Now, I'm an oldtimer, and I know darn well we couldn't use strong soap solution on the filter in the old days! Can you help decide whether I'm crazy or the other guy's stark mad?

Dallas, Texas

DAVE MCGREGOR

You'll have to get somebody else to hold your stakes, but here are some points to aid in defending your sanity.

The first point, and probably the one that's confusing you most, is that the present strong soap solution would more correctly be called "strong detergent solution." The old strong soap solution was made with "true" paste soap which not only wouldn't go through the filter but would build pressure in a hurry. The present-day strong solution is made with a concentrated detergent which does pass unchanged through the filter. Technically, therefore, you might argue that you and your friend weren't actually talking about the same thing.

Your friend would be accurate in stating that the charged system and the strong detergent solutions were the same, except for the percentage of detergents used and the method of handling. The same detergents, in different amounts per gallon of solvent, can be used in either method.

In the charged system the entire solvent capacity of the drycleaning circuit carries a charge of detergent. This includes the washer, filter, storage tank and solvent lines. The charge varies from $\frac{1}{4}$ to 1 percent of the total solvent capacity, depending on the quality of the detergent. The pump is on during the entire cleaning cycle.

Once the system is charged it is only necessary to replace the detergent lost in the garments and in extraction, by adding detergent with the fresh solvent supplied to the system as replacement. It is reported that by always dumping the extractions, enough fresh solvent and detergent are added to keep the acid number down and the system in good condition, with judicious aid of activated carbon and sweetener powder.

Most of the detergents used are stable compounds that do not break down to cause offensive odors when left in the garments by these charged systems. They are even said to give some body and better "hand" to many fabrics. When used in the stronger "supercharged" concentrations of the strong detergent solutions, they must be at least partially rinsed out of the garments.

Therefore, the strong detergent solution is generally used with two filters connected to the washer. In one filter is maintained a concentrated charge of 3 to 6 percent detergent. This filter is on during the washing cycle. Then the washer is thrown on the rinse filter for the rest of the cleaning cycle. In the rinse most but not all of the detergent is removed from the clothes, so that the garments retain a small percentage of the detergent as a "sizing."

The fresh detergent is added to the wash filter as solvent is added. By carrying part of the detergent over to the rinse filter each time the load goes on rinse, the acid number in the wash filter is kept down to a safe level, again with the aid of activated carbon and sweetener powder.

Naturally, there is a built-up charge of detergent in the rinse filter, also. It generally approximates the $\frac{1}{4}$ percent charge in the regular charge system. This depends, of course, on how frequently sweetener powders are used to remove the detergent, or how often all or part of the rinse filter content is distilled. Some operators, when they want to put a complete new charge in the wash filter, pump over the contents of the rinse filter and then add enough detergent to bring the charge up to the concentrated percentage.—EDITOR

Underground-Tank Connection

Dear Editor:

I am an avid reader of THE NATIONAL CLEANER & DYER and have been for many years. I have taken the liberty to use many of the ideas that I have found in your magazine.

I have just discovered an idea that may be helpful to someone using a petroleum plant who may be planning to connect his extractor and washer to an underground tank. I find that by using a button trap with a fine screen just ahead of the drop into the tank all of the lint and muck will be caught in the trap before it can get into the tank, where it would cause untold trouble in the pump and check valve while pumping the solvent back out either to the still or back into the system.

Here in New Mexico, all petroleum plant operators are required by law to connect their washers and extractors to a closed pipe circuit, therefore the underground tank is a must.

Here is hoping you keep up the good work.

J. ORVILL PARTEN
Las Cruces, New Mexico Quick Service Cleaners

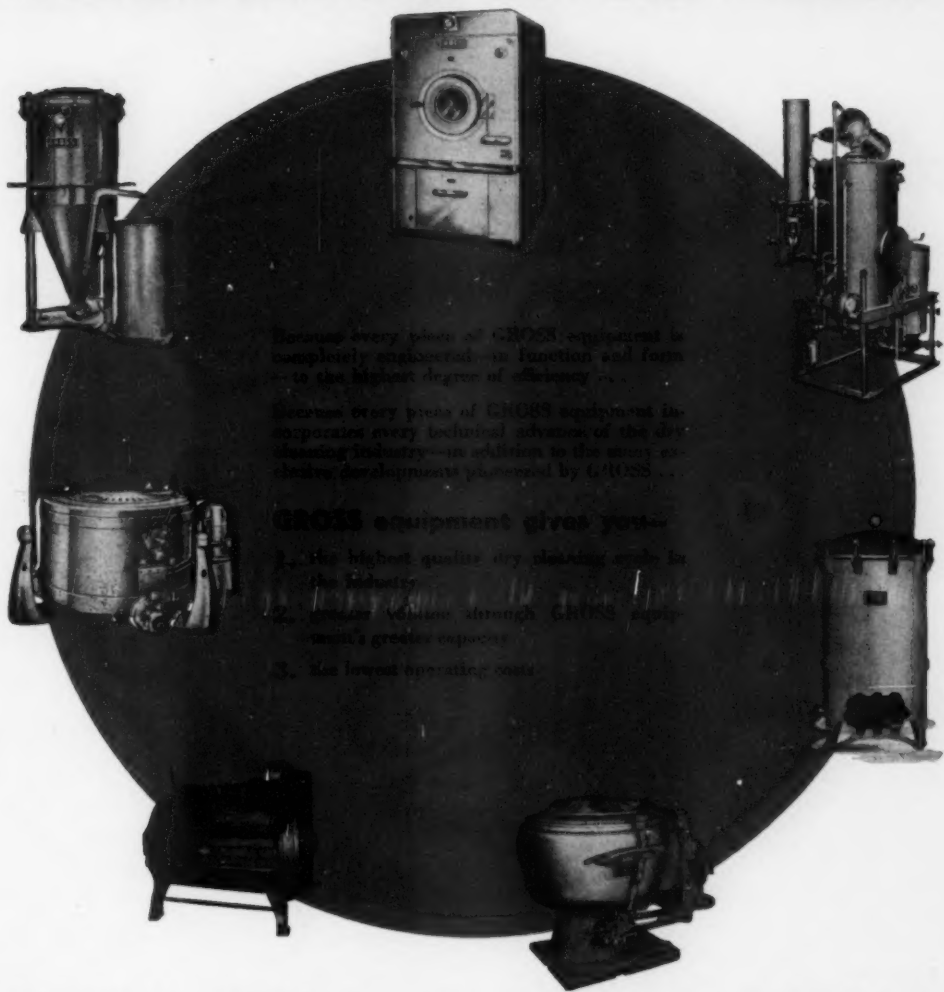
Scientific Selection

Dear Editor:

Several years ago it became apparent that I should subscribe to one of the national trade publications in order to keep abreast of the rapidly changing conditions in our industry. I say one publication because it would be humanly impossible to attempt to digest all of them. I selected THE NATIONAL CLEANER & DYER. This selection was made with the same care and accuracy that I would assign to a time and motion study. Since entering my subscription there has not been any evidence in the literary corner of our industry to indicate that I should change my reading habits.

MAX L. HALL
Washington, D. C. Industrial Engineer

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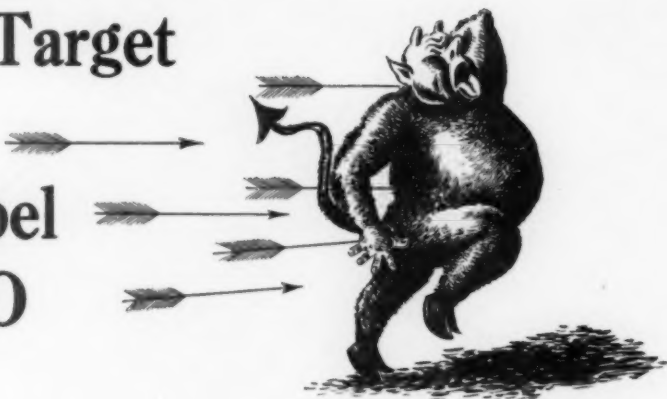
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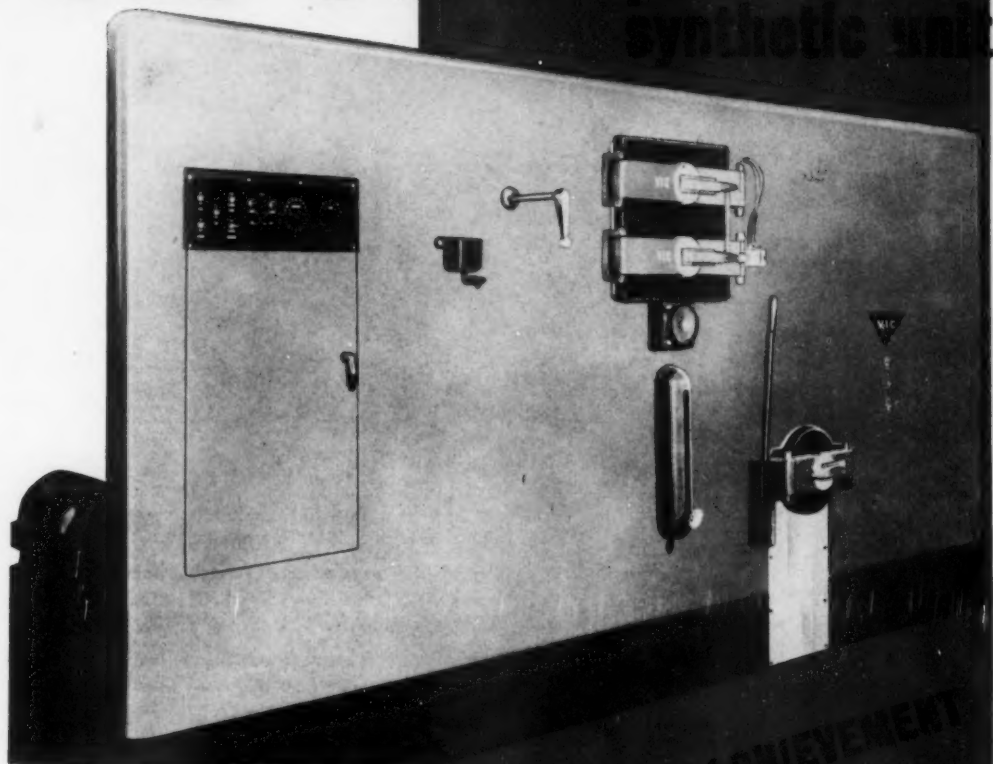
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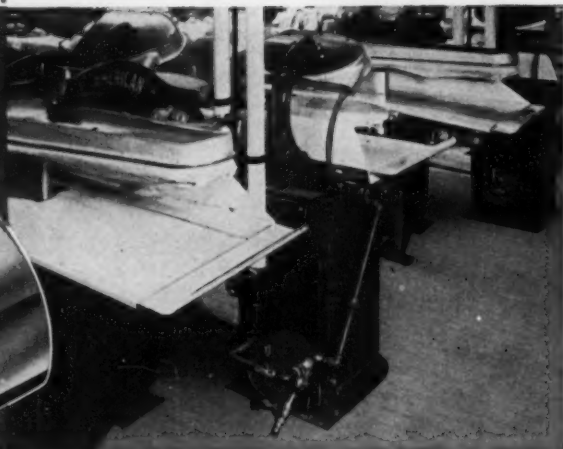


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SIGNS of the TIMES

DEFENSE DATA

Full use of local facilities for drycleaning and laundering will be made by the armed services, as a result of arguments presented by representatives of the textile maintenance industries to the House and Senate Appropriations Committees. As the matter now stands, the military services will not build their own drycleaning and laundry plants unless the Secretary of Defense certifies that those services cannot be furnished by local commercial sources at reasonable rates. Appropriations for building Air Force laundry and cleaning plants, for example, were cut by 35 percent as a result of the activities of the industry associations and individuals in the affected areas.

Where government installations are planned, it is up to the industry to demonstrate that it is able and willing to do the work itself in that locality.

Adequate equipment and supplies for the drycleaning and laundry industries were forecast by NPA representatives at a meeting with the Textile Maintenance Industry Advisory Committee. NPA assured members that supplies of soaps, synthetic detergents, solvents, caustic soda, textiles, steel wire for clothes hangers, and asbestos for ironers for commercial plants are expected to continue in good supply.

Although drycleaning plants in some areas are urging return of wire hangers, committee members reported that this shortage is not general throughout the country. They did, however, report difficulty in obtaining 30-pound-weight Kraft paper and garment bags.

The committee recommended reclassifying the industry under industrial rather than commercial construction, so that additional controlled materials could be obtained through self-certification.

The committee also stated that industry accounting practices make it difficult to take advantage of self-certification for obtaining maintenance, repair and operating supplies. In such cases, NPA officials explained, application should be made to NPA for MRO quotas.

Inventory controls have been extended to a number of items used by the drycleaning industry. The most important are carbon tetrachloride, perchlorethylene, trichlorethylene; all types and grades of paper and paperboard; packages and wrappers made in whole or in part of transparent plastic films such as cellophane; shipping containers, packages and packaging material; textile bags (cotton nets, nylon nets, pickup bags). Spotting supplies affected include hydrofluoric acid (rust remover); hydrogen peroxide; methanol (alcohol for spotting); pyridine; sodium hydrosulfite and sodium sulfoxylate formaldehyde (strippers). Paradichlorobenzene and naphthalene (moth repellents) and freon refrigerant are also on the list.

It is not permitted to accept delivery of any of the listed items if you have on hand a "practicable minimum working inventory," or if the added items would raise the inventory above that level. "Practicable minimum working inventory" is the smallest quantity from which you can supply your services on the basis of your current rate of operations. Penalties for accepting excess

inventory may be fine or imprisonment, in addition to suspension of the privilege of receiving further deliveries of material under priority or allocation control.

Orders cannot be placed for the inventory-controlled items if they would increase inventory above the allowed amount. Nor can more than one order be placed with the same or different suppliers if they would raise the inventory improperly even if you intend to cancel one or more of the orders.

Orders placed before October 22 for excess inventory of the listed materials must be canceled, reduced to bring the supplies within the permitted inventory, or deferred. This does not apply if the supplier has shipped or loaded the material for shipment before receiving instructions to adjust the order, or on items not usually made, stocked or sold by the supplier on which he had started production or acquired special material before receiving your instructions to adjust the order.

If any material is marketed or produced in minimum quantities, you can accept delivery but cannot receive additional quantities until your supply is below a practicable minimum working inventory.

Records must be kept for at least two years after each transaction covered by the regulation. Present record-keeping methods can be continued if they give complete details.

Adjustments for wage inequities between different plants are explained in General Wage Regulation 17. A copy may be obtained from any local office of the Wage and Hour Division, U. S. Department of Labor.

When a going business is sold the new owner acquires all the quotas and any other authorizations granted to the former owner by NPA, provided it is operated as substantially the same business and at the same location. The new owner also assumes any limitations and obligations imposed upon the business by NPA action.

The new owner cannot, however, without NPA consent, use any quota or privilege acquired with the newly purchased business for any other part of his business.

For repair of flood-damaged buildings, and also for replacement of maintenance, repair and operating supplies which is necessary because of flood damage, NPA has extended from 90 to 180 days after the occurrence of the damage the period during which controlled materials may be obtained with special priority assistance.

From a shortage to an emergency is the description of the need for iron and steel in a recent statement by DPA-NPA Administrator Manly Fleischmann.

A program for nonferrous scrap is also under way. Emphasis is to be placed on copper, brass, bronze, aluminum, lead and zinc.

#

Pressing Course in New York: A 100-hour course in pressing has been added to the curriculum of the New York School of Dry Cleaning, sponsored by the Neighborhood Cleaners' Association. The course includes

(Continued on page 92)

Give your presses
new **DAVIS**
Fabric Renewing
PLATES



and they'll give
your garments

A FABRIC-RENEWED FINISH!

Put new Davis Fabric-Renewing Plates on your presses now and *they'll play Santa to you all year long!* Their exclusive burred surface, which lifts the nap and renews the fabric while pressing, will pay back many times their cost in customer satisfaction alone. And as an added bonus, they'll give you greater production—more garments per operator per hour. They keep on giving, too, because they outlast any other press cover!

*It costs so little to equip
every press with a Davis Plate!*

Sizes to fit all makes and models . . .

Hoffman XC05, XC07, Pantex 45,
New York 42, 45 and all
other 36 to 46" models . . . **\$1485**

Mushroom . . . **\$11.00**
47 to 54" models . . . **19.25**

To make sure of uninterrupted production on your presses use . . .

DAVIS LEAK-PRUF HOSE



The best insurance against shut-downs on presses is trouble-free hose. And the best hose you can buy is Davis Uniflex Hose. The Davis Leak-Pruf fitting is the only one that has a mirror-smooth surface, which permits a perfect seal—no leakage. It has a floating flange that allows faster attaching of the hose, and eliminates any twist in the hose when final assembly is completed.

AVAILABLE IN SIZES TO FIT ALL PRESSES



ORDER FROM YOUR SUPPLIER TODAY

YOUR SUPPLIER IS OUR DISTRIBUTOR *Davis Specialties* MANUFACTURERS . . . CHICAGO 24

Instant-
NOW... calgon for making
stock solutions

Do you want your "Instant" Calgon in solution? OK!

"Instant" Calgon, developed for use in the dry form, can be put in solution for washroom and cleaning use. The method is simple, easy to do, and requires no special equipment.



HERE'S HOW TO MAKE A STOCK SOLUTION OF "INSTANT" CALGON:

Fill a 12-quart pail heaping full of "Instant" Calgon (this is 25 pounds). Put the "Instant" Calgon in your 10-gallon crock. Add *warm* water until the crock is half full. Stir with a stick to wet the powder uniformly. Let the mix set for 15 minutes. Add water to make 10 gallons of solution and stir.

This is Standard Calgon Solution and is ready for use in the usual dosages.

Remember... When a dry form is needed, "Instant" Calgon is:

**EASY TO USE,
READILY SOLUBLE, AND
FREE FLOWING**

"Instant" Calgon permits you to use the dry form or the solution form to best fit your needs.

Use "Instant" Calgon for quality laundering . . . wet cleaning . . . rug and upholstery shampooing.

NEW "INSTANT" CALGON

is available in 25-pound drums and 100-pound bags. Order from your Calgon distributor or write to Calgon, Inc.

Calgon is the registered trade mark of Calgon, Inc., for its vitreous sodium phosphate products.



CALGON, INC., HAGAN BUILDING, PITTSBURGH 30, PA.

Guaranteed to Cut Finishing Costs!



TRUFORM Ladies' Garment Finisher. Form automatically adjusts to fit any size and style dress.

AMERICAN TRUFORM FINISHER

• Big production gains continue to surprise new users of TRUFORM Finisher. Plants using TRUFORM with puff irons, steam boards, etc., frequently report production of ladies' garments has doubled, even tripled.

Speed and simplicity of finishing on TRUFORM Ladies' Garment Finisher is the answer. No adjustments are needed. Operator just slips garment on Form . . . steams, dries and finishes. Then slips garment off Form, and touches up minor portions on auxiliary equipment. Due to TRUFORM's revolutionary design, many more garments can be completely finished on Form alone.

That's why TRUFORM is guaranteed to reduce finishing costs. All that's required is management's cooperation in working out proper finishing routine and arrangement of auxiliary equipment.

Speed Up Finishing of Men's & Ladies' Short & Long Coats, too!

IN LARGER PLANTS—Use separate TRUFORM Finishers for ladies' garments, short coats and long coats.



IN SMALLER PLANTS—Use single TRUFORM Finisher Base with 3 lightweight, interchangeable Forms.

SHORT COAT FORM



LONG COAT FORM



DRESS FORM

DRY CLEANING DIVISION
The
AMERICAN
LAUNDRY MACHINERY CO.

CINCINNATI 12, OHIO



• It will pay you well to investigate the unusually high production you can get from all TRUFORM Finishers—for ladies' garments, short coats, and long coats. **WRITE TODAY** for illustrated catalogs.



HELP FOR

HOLIDAY HAZARDS

Holiday wining and holiday dining...
Add up to SPOTS on holiday finery!

Be prepared for the spotty season—with

THE SPOTTING MANUAL OF THE DRYCLEANING INDUSTRY

Revised Edition

By Allen O. Fligor
and Paul C. Trimble

Eggnog on Grandpa's vest?
Cranberries on Junior's Sunday suit?
Dry Martini on Uncle Ted's tuxedo?
Ginger ale on Grandma's satin?
Soiled hem on Mommy's formal?
Lipstick on Daddy's lapel?

Whatever your customers drip, dribble or drop—
beer or champagne... baked beans or caviar...
The Spotting Manual tells how to repair the damage!

Clear, practical instructions for safe removal of
these and over 170 other specific spots and stains—
even on the fine and delicate fabrics of formal
holiday clothes. With a complete guide to fabric
and stain identification, spotting methods, equip-
ment and supplies.

**Happier holidays for all—
customers, spotters, plantowner—
with the help of
The Spotting Manual!**

**Price
Only
\$5.00**

NATIONAL CLEANER & DYER
304 East 45th Street
New York 17, N. Y.

Gentlemen:

Please send me my copy (postage paid) of The Spotting Manual of the Drycleaning Industry, Revised Edition.

Name _____

Firm _____

Address _____

City _____

☐

CHECK

☐

MONEY ORDER

Zone _____

State _____

6 reasons why

Airfoam

makes the best press pads

1. Permits higher quality work with less effort
2. Affords instant removal of steam during vacuum cycle
3. Doesn't need washing
4. Eliminates button and zipper breakage
5. Banishes "shine" on gabardine, serge and similar materials
6. Lasts far longer than conventional quilted pads

Now you can get radically-improved press pads, thanks to AIRFOAM — the same foam latex material that has revolutionized cushioning. It's ideal for top layers, because of the way it permits instant removal of steam by vacuum. AIRFOAM is so porous you



can actually blow cigarette smoke right through it. And its uniform resiliency permits a smoother, faster "press" with less effort.

If you manufacture press pads, you'll find that AIRFOAM will help you turn out a vastly improved product. If you own a cleaning establishment, this magic foam latex product will help you to better, faster work. And you'll save money, too, with AIRFOAM. For full information, write to Goodyear, Airfoam Dept., Akron 16, Ohio.

Airfoam

SUPER-CUSHIONING BY

GOOD YEAR

THE GREATEST NAME IN RUBBER

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio

BUSINESS BUILDERS

Hand-Finished Bachelor Bundle



SOFTER HAND-FINISHED underwear from bachelor bundle is shown by owner S. J. Baden in his office at Midway Cleaners, Alexandria, La.

How much can a drycleaner afford to spend for advertising? J. S. Baden of Midway Cleaners, Alexandria, Louisiana, tried all sorts of advertising programs with varied results—except that each brought a higher budget figure than he felt was sound. His answer to the question was found by accident.

One week when his wearing-apparel unit was out of order Mr. Baden rigged up three small boards and hand-finished his bachelor-bundle underwear. Customers mentioned the better, softer job.

The second week the finishing unit was repaired but Mr. Baden kept on with his hand finishing. Each finisher, in an 8-hour shift, averaged 40 bundles which ran \$1 sales per bundle.

The hand-finishing setup was revamped. Three operators handle the work, working from a net table which is 24 inches high, 24 inches wide and 42 inches long. The table has open ends but 8-inch sides. Operators take a netted bundle from the table, place the contents on an 18-inch shelf behind the boards and work from this shelf. A fourth operator works at the end of the line on a handkerchief ironer.

The operation has been streamlined until now each finisher averages 50 average dollar bundles per eight hours. Nevertheless, hand-finishing the bachelor-bundle underwear still takes longer and costs more than press-finishing. This difference is charged to advertising—which is getting direct results.

"Along this same line," says Mr. Baden, "we added an extra folder to our shirt units and now give each shirt a hand touchup before it is folded. The better quality hand-finished job on the underwear forced us to add the touchup to the shirts."

"We advertise that our hand-finished underwear is just as light and fluffy as you've ever seen—we even mention that the garments will last longer—and are so much more comfortable to wear."

Mr. Baden says this is the answer for getting a strong

bachelor-bundle volume, which he finds brings along a strong increase in regular drycleaning.

February Sale on Kids' Coats

Trouble with youngsters' winter coats is you usually can have them cleaned only once a year. You can't keep them off the wearers long enough to get them cleaned and back in use again, what with the kids in school five days a week and Saturday service being what it is in the usual drycleaning plant.

Wally Packham, then operating a plant in Blackfoot, Idaho, solved the problem by offering a one-day special on children's outer garments on one particular Saturday in February. Mama could keep the kid in the house or turn him out in papa's old hunting jacket, while she brought the coat in Saturday morning and picked it up again that evening.

Besides being a service to the harassed ladies the idea was a good business builder. Wally used to get about 40 children's outer garments during a February week. On the Saturday special he handled 169 snowsuits and coats.

Tests Direct-Mail Returns

A-ONE CLEANERS

808 NORTH BLVD.

Roy H. Cobb, Mgr.

Phone 3-1612

CITY WIDE PICK-UP AND DELIVERY SERVICE

ALL NEW AND LATEST EQUIPMENT

QUICK SERVICE

ALL WORK GUARANTEED

For no apparent reason, some areas of a city will respond to direct-mail advertising while others just won't, in the experience of Roy H. Cobb of A-One Cleaners in Galveston, Texas.

To find out which areas were profitable Mr. Cobb had a rubber stamp made the size of a penny postcard. The stamp simply gives the name, address and phone number of the plant, states that it gives citywide delivery and quick service, has modern equipment and guarantees all work.

The office girl, using the telephone book and city directory, picks out 200 to 300 likely names in a certain area and sends them the rubber-stamped cards. Routemen report any new customers from the area, and those who have mentioned receiving the card. These names are checked on the original mailing list.

If there is a fair response from any area, Mr. Cobb follows up with cards of a similar type stressing different services. Thus, he says, for a few dollars he can test an area and then use postage money and time pounding for business where there is the best likelihood of getting results.

BIG VOLUME

"BUSINESS BUILDERS"



Troy
OFFERS COMPLETE LINE
of Drycleaning Equipment

Now is the time to replace obsolete equipment and plan for added volume. Turn to Troy, whose 83 years of experience is your assurance of satisfaction. Troy's complete line includes the Electroclene unit (above), tailor presses, boilers, air vacuums, puffers, spotting boards, wetcleaning equipment, and all necessary accessories.

LET TROY HELP YOU PLAN

The layout pictured above is but one of the many possible plant arrangements. Troy engineering service is available without charge to help you plan the most efficient layout for your plant.

WRITE FOR DETAILS AND PRICES

TROY LAUNDRY MACHINERY

DIVISION OF AMERICAN MACHINE AND METALS, INC.
EAST MOLINE, ILLINOIS

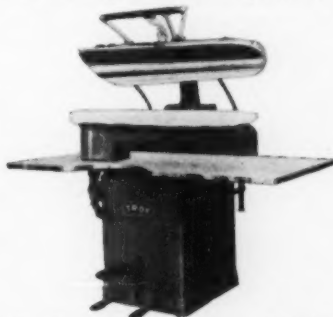
Sales and Service Offices in

NEW YORK • BOSTON • ATLANTA • WASHINGTON, D. C. • CHICAGO
LOS ANGELES • SAN FRANCISCO

**TROY ELECTROCLENE
DRYCLEANING UNIT**

For use with all types of petroleum solvents. Unit illustrated has capacity of 60 lbs. dry weight per load. Left to right, Troy Electroclene Washer, Troy-Olson Filter with vacuum button trap (behind washer), Troy Minute Man Extractor, above-ground tanks (behind extractor), Troy-Mercury Tumblers. Included in the unit, but not visible, are supply, circulating and still pumps and Troy-Olson Still with moisture separator.

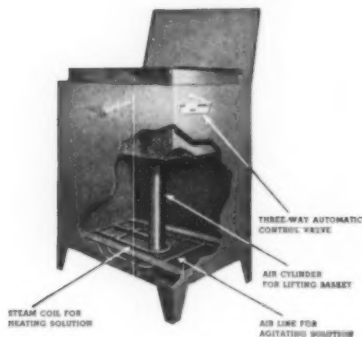
With petroleum solvents in plentiful supply and readily available, this Troy Electroclene Drycleaning Unit is ideal to install NOW. Available with capacities from 35 lbs. to 200 lbs. dry weight per load. All machines are individually motor driven and have explosion-proof motors and controls plus complete safety features.



Troy-Loyal tailor presses are available in 21 different models for finishing all types of garments.

2 New HOPKINS PROFIT-MAKERS

DIP-O-MATIC WATER REPELLENT DIP TANK



Make extra profits from water repelling of garments with the new Hopkins DIP-O-MATIC—a completely automatic version of the well-known Hopkins LIGHTNING Dip Tank.

DIP-O-MATIC features a three-way finger tip control. ZIP—the basket is down and solution is agitating! ZIP—it's up and draining! ZIP—it's off!

Water repels more than 100 garments per hour. Occupies only 6 square feet of floor space. Compressed air needed for operation. Where compressed air is not available, use the Hopkins semi-automatic LIGHTNING Dip Tank.

Write for complete information and name of nearest jobber.

"CUSTOM" SHOULDER FINISHER AND SHAPER

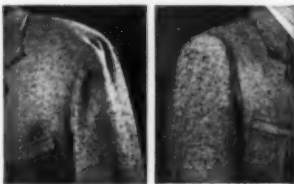
Give that "custom tailored" look to the suits and coats you finish.

The new Hopkins "Custom" Shoulder Finisher puts original shape back into the shoulder . . . is in fact the only way to do this.

Compare the unretouched "before and after" shoulders below. These results are not only better, they are faster than the usual puff-iron method.

For greater customer satisfaction and extra profits install a Hopkins "Custom" Finisher near your pressing machines.

Write for information.



BEFORE

AFTER



HOPKINS EQUIPMENT COMPANY

HATFIELD, PA.

GARMENT HANGERS • GARMENT FINISHERS • SOLVENT FILTERS • SPOT-
TING UNITS • DRYING CABINETS • CURTAIN STRETCHERS • BLANKET
WASHING MACHINES • WATER REPELLENT TANKS • SPOTTING ATOMIZERS

A "MASTER"
Alfred Hopkins
ENGINEERED PRODUCT

Want a better soap?

Use **MERTEX**

Only \$1.38
per gallon in drums

Less in quantity orders

WHY PAY MORE?

For a truly efficient

CHARGE SYSTEM

use **SO-KLEEN**
detergent and penetrant

Only \$1.92
per gallon in drums

Less in quantity orders

WHY PAY MORE?

For the finest in **CONCENTRATES**
use the incomparable

**ALKASOL
COMBINATION**

Only 21¢ per gallon of Emulsion after
you mix your own Alkasol
combination. Slightly more on
varying recommended formulas.

WHY PAY MORE?

A *Merson* **PRODUCT**

Get this high-quality soap that meets every
test of good dry cleaning!

No fatty acid.
Disperses alkaline mist in solvent.
Quick-acting. More loads per hour. Conducts static.
Eliminates graying and redeposit of soil.
Requires less distillation and less activated filter
aids.
Cannot cause rancid odors.
Filters without pressure.
Economical.
Easy to use.
Power detergency on woolens when used dry and
more passups on silks, gabardines, cottons, etc.,
when used with moisture.

For synthetics—**SY SO-KLEEN**



Complete—ready to use! Not removed by filtra-
tion. Stays in the solvent, load after load, and
does a thorough cleaning job every time. Gar-
ments look brighter—like new! And you do less
spotting.

So easy to mix it yourself! Use **ALKASOL CONCENTRATE**, most concentrated dry cleaning formula on the market, and **ALKASOL COMPOUND** to give you the famous **ALKASOL COMBINATION**. More cleaning action, penetration, moisture action! Dry cleans—and removes wet soluble soils at the same time in the washer.

Your best work... and your biggest savings
... begin when you ask your jobber for
Merson products.

Merson Products Company
63 Essex Street, Jersey City 2, New Jersey



**HAVE YOU
FOUND OUT
WHAT WE MEAN
ABOUT THE**

NEW

FILT-R-OUT

DRY CLEANING SOAP?
WRITE US . .

THERE'S A CALED
PRODUCT FOR EVERY
DRY CLEANING OPERATION



CALED
PRODUCTS CO., Inc.
BRENTWOOD MARYLAND

how much of YOUR MONEY is WASTED doing this?



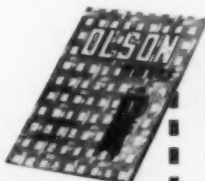
OLSON TUBULAR FILTERS ARE SELF CLEANING... Completely Automatic... No Long Shutdowns.

Do you know how much it costs you every week to shut down, dismantle your filters and clean them? Figure it out, in actual dollars and cents, and you'll see why the OLSON tubular filter is the greatest advancement in recent filtration history. There's NO long shutdown (3 to 5 minutes is all it takes!) NOTHING to dismantle, NO bags to change! NO screens to scrape. In fact it's so easy it's a pleasure!

Find out today why drycleaners all over the country are switching to the OLSON Tubular filter. Write for FREE folder and complete information. No obligation.

Free!

Free Folder gives full details and specifications. Shows HOW this remarkable filter works, WHY it surpasses every other filtration method. Send coupon for your FREE COPY, Today.



OLSON FILTRATION
ENGINEERS, Inc.
CHICAGO ILL 1624 N. KILBOURN

Dept. N.
Olson Filtration Engineers, Inc.
1624 N. Kilbourn
Chicago 39, Ill.

Please send me your FREE FOLDER on the New OLSON filter. I understand there is no obligation.

Plant Name _____

Address _____

City _____ State _____

By _____

GADGETS and GIMMICKS

One Way To Keep Counter Top Clear



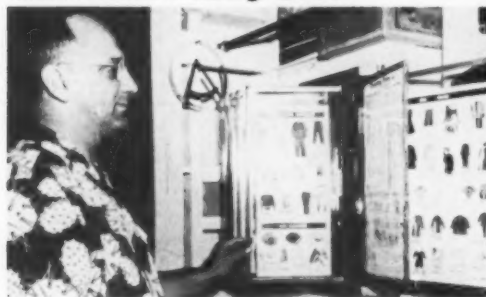
OWNER R. S. STEPHENS takes pride in uncluttered counter

Any kind of clutter is a phobia of R. S. Stephens, owner of Perfecto Cleaners in Temple, Texas. He cannot bear to see a counter littered with pencils, pins, fasteners and rubber bands.

The whole plant shows the very desirable result of the boss having this sort of phobia. His finishing-room floor is as clean as his counter.

The counter top is kept clean by a simple but ingenious inside addition which consists of a 2-inch rack mounted one inch below the top and running the length of the counter. With a $\frac{3}{8}$ -inch molding, this long rack holds all the odds and ends that usually accumulate to clutter counter tops.

Convenient Pricing Chart



CLEANER Casper Kolb shows pricing charts in plastic-covered frames

A pricing chart mounted just behind the store-finishing room partition at Mercury Cleaners, Sacramento, California, gives counter girls a convenient reference file, which they can use by merely pivoting at the counter. From the center of the space between the counter and the partition it is but 30 inches to the hanging chart frames.

There are six pages of pictures of garments, each

picture carrying a price for cleaning and for major alterations. All the girl has to do is to turn around, flip the frames to the page she wants and get her price, checking with the picture of the garment shown in the charts.

"I believe we have received considerable cash benefit," Casper Kolb said, "from having the pictured price chart and having it conveniently located so the girls will use it. Before, we had a considerable number of tickets which were wrong—and wrong on the wrong side. But since we put up the sheets we've had very little wrong pricing at the counter."

Finisher Into Heater



FINISHING ROOM HEATER made from extra steam-air dress finisher not in use at Eubanks Cleaners, Lawrenceville, Illinois. Owner R. E. Eubanks had 18-inch-diameter base and elbow made, and had the curved top fitted so it can be turned in any direction

Records Kept in Cleaning Room

Keeping a record of every cleaning-room load is not so much trouble as it may seem, according to M. J. Charget, who does just that at his Charget Cleaners in Detroit. A stand mounted on the scales in the cleaning room holds a record book, in which he describes every load and the formula for the run. The record has proved its value many times, Mr. Charget says, by helping to correct errors.

20% MORE FINISHING PER OPERATOR HOUR



6 garments

for the time, cost
and effort of 5

DrycoMatic
THUMB-OPERATED
STEAM-ELECTRIC IRON



**Eliminates
Foot Pedal
Fumbling**

- Feather-touch, Effortless Operation
- No Tiresome Reaching for Foot Pedals
- Cuts Fatigue 50% to 75%
- Cooler Operation
- Quickly Pays for Itself Out of Savings



JUST PRESS
THUMB LIGHTLY
TO GET
INSTANT STEAM

**NO HEAT IN THE
OPERATOR'S FACE**

28 moisture-collecting traps in sole-plate of DRYCO irons eliminate need for hot, bulky separator above board to give off heat, take space

Model 6330 with 3-lb. iron **\$82.50**
Model 6360 with 6-lb. iron

Complete with iron, cord, steam hose, solenoid valve, Card-A-Way arm, pilot light, separator



For **BEST** PRODUCTION...
FINISHING...
PROFITS...

the Best Tool is

Dryco
E-Z-SQUEEZE

The Original

WATER SPRAY GUN

- Fastest, Easiest to Use
- Adjustable Spray—No Drip
- Finest, Long-Lasting Hose
- Famous for 16 Years

**MODEL F—
ONLY
\$99.50**

Order From Your Supplier

Dryco
CORPORATION

CHICAGO 24 ILLINOIS



**INSTANT
MOISTURE**
Where you want it
When you want it

**SIMPLY
REACH...
SQUEEZE.
RELEASE**



**MORE IN USE THAN
ALL OTHERS COMBINED**

MODEL F—Dryco E-Z Squeeze Water Spray Gun, complete with 6 ft. hose, coupling, valve and suspension spring.

STEAM ELECTRIC IRONS
WATER SPRAY IRONS

PUFFER SETS
UTILITY SHOULDER PUFFERS

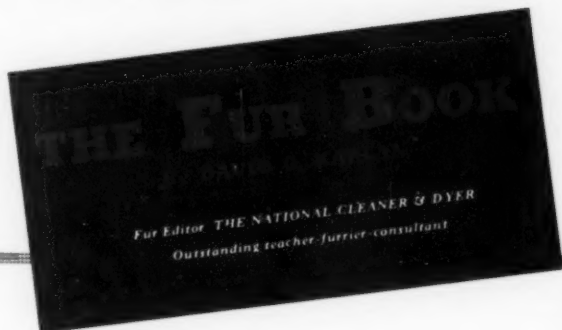
POSTOL-TYPE GUNS
FLATWORK GUNS

STEAM-SPRAY SPOTTING BOARDS
STEAM FINISHING BOARDS

Answers a very definite need!

That's what an outstanding laundry operator says about

Wondering what THE FUR BOOK can do for you?



Here are some of the
answers from leaders in your own industry:

For information . . . for problems

The Fur Book we bought from you a short time ago has proved very satisfactory. It has been most helpful. We have been in the fur cleaning, storage, repairing and restyling business for a number of years, and we consider your book the most satisfactory for all information and problems.

R. B. Nichols
Danville Laundry & Dry Cleaning Co.
Danville, Kentucky

For reference . . . for teaching

We bought two copies of your "Fur Book" which is available as a reference book for those of our divisions which have fur cleaning and storage vaults. We find the book is very useful for teaching our superintendents and employees the different types of furs and how to handle them. I certainly think the book as a whole answers a very definite need.

Robert T. Baxter
Baxter Laundries Corporation
Grand Rapids, Michigan

Increase the profits from your present fur service . . . or get into this moneymaking sideline! It's a "natural" for the reputable drycleaner or laundryowner.

**Everything you need to know for this profitable
business you'll find in THE FUR BOOK**

NATIONAL CLEANER & DYER
304 East 45th Street
New York, 17, N. Y.

Gentlemen: ☐ CHECK ☐ MONEY ORDER
Please send me my copy (postage paid) of THE FUR BOOK by David
G. Kaplan.

Name _____
Firm _____
Address _____
City _____ State _____

Cleaning, glazing, dyeing . . . operation of
fur machine . . . cutting, sewing, nailing
. . . repairing, remodeling . . . how to
make fur accessories and complete gar-
ments . . . common problems and how to
solve them . . . how to build a fur busi-
ness . . . how to estimate costs.

All in one complete, prac-
tical, clearly written and
generously illustrated vol-
ume—for only **\$7.50!**

CONCENTRATED



BUCKEYE PRE-SPOTTER

100% soluble in Petroleum Solvent

PRE-SPOTTING AND HAND BRUSHING SOLUTION

To 1 pint of Concentrated Buckeye Pre-Spotter add 16 pints of solvent. Work on reverse side. Apply pre-spotting solution. Brush out soils with tamping action. Flush and brush out treated area with clear solvent on board or rinse by hand in washer. Run garments with regular load.

WET MIXTURE

To 2 pints of Concentrated Buckeye Pre-Spotter add 6 pints of solvent and 1 pint of water. Use straight or dilute with ten pints of solvent depending upon the degree of the soil.

DRY MIXTURE

To 2 pints of Concentrated Buckeye Pre-Spotter add 1 pint of Buckeye Klor-lene, a spotting solution with chloroform action. This makes a clear solution with accelerated safe dry solvent action. Use this straight or dilute with 10 pints of solvent, all depending on degree of soil.

BUCKEYE PRE-SPOTTER

THE DAVIES-YOUNG SOAP COMPANY, Box 995, Dayton 1, Ohio
Manufacturers of Soaps & Specialties Since 1844.

NCD-1231

Please send a generous free sample of Buckeye Pre-Spotter, prices and full instructions for its use.

NAME

ADDRESS

CITY

ZONE

STATE

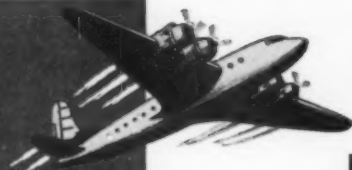
It's

H
I
G
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A
B
O
V
E

All

*In Speed
Safety
Economy*



AT LAST!

HERE'S ONE SOAP THAT "CLEANS UP" FOR YOU IN THE CLEANING ROOM-

LIKE NO COMBINATION OF SOAPS COULD DO!

- ECONOMICAL TO USE
- SOLVES ALL YOUR STORAGE PROBLEMS

There's no Dry Cleaning Soap so potent, as New C-50 by NU-PRO...It's an innovation in the development of greater speed, efficiency and economy in one soap for all your Cleaning Room problems.








NEW

C-50

CONCENTRATED

DRY CLEANING SOAP
by **NU-PRO**

C-50 AFFORDS YOU THESE 7 ADVANTAGES...

-  C-50 is approximately 6 TIMES as strong as ordinary Dry Cleaning Soaps.
-  C-50 is 40% less costly.
-  C-50 will pick up 25 TIMES its own weight of water and still disperse in the solvent.
-  C-50 can be used with Stoddard Solvent or 140 F and chlorinated solvents.
-  C-50 is non-inflammable.
-  C-50 is more economical all the way around.
-  C-50 solves storage. Packed in gallon jugs. No drums to take up valuable space.

NU-PRO MANUFACTURING CO.

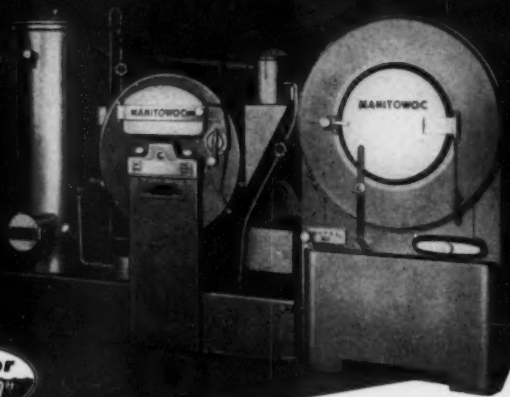
2918 WASHINGTON AVENUE • ST. LOUIS 3, MO.

ORDER TODAY and
BILL THROUGH YOUR
NU-PRO JOBBER

Manitowoc Dual Drum Design

makes
"On-The-Premises"
cleaning
Practical
and
Profitable

- MORE CAPACITY
- BETTER QUALITY
- FASTER SERVICE
- HIGHER PROFIT



"Wash-Extract" and "Tumble" at the Same Time

If You Are Still Using a Single
Drum Machine You Can Double
Your Capacity With This
MANITOWOC TUMBLER



Scores of plants still using single drum closed units are adding Manitowoc Recovery Tumblers to double their capacity. You, too, will be way ahead if you add this Recovery Tumbler to your present single drum synthetic solvent unit. Enables you to tumble and deodorize while you are washing, thereby doubling your capacity. Highly efficient solvent recovery. Comes complete, ready for installation.

Manitowoc dual drum design enables you to turn out up to twice the cleaning volume you get from self contained single drum cleaning units. With a Manitowoc you need not lose the wash-extract time while garments are being tumbled — because while you are washing and extracting in one drum, another load is being tumbled in the second drum. Operating on 15-20 minute cycles with 35 lb. loads, a Manitowoc will handle 3-4 complete cycles — wash, extract, tumble, per hour, while a single drum unit is handling only 1½-2 cycles.

In addition, you get better quality cleaning because each drum of a Manitowoc is designed for a specific purpose, instead of a compromise single drum which must wash, extract and tumble.

You get all these operating advantages plus a machine as well built as any in the industry at the lowest cost per pound of capacity in the industry. The Manitowoc Perchlor is the safest, soundest investment you can possibly make.

SEND FOR THIS NEW FREE CATALOG

Just off the press — Gives complete details on the new Perchlor 600 with continuous distillation. Ask for bulletin 516.



MANUFACTURING DIVISION of
MANITOWOC SHIPBUILDING CO.
512 - 14th St.,
Manitowoc, Wisconsin



EDITORIAL

NATIONAL CLEANER AND DYER

Headless Hamper

We have a story for the little cleaner this month that he should really take to heart. That is the one on page 38 about John Reardon's highly profitable basement plant. In the story we've outlined a lot of reasons why Reardon is successful. But, by golly, the basic reason is that instead of frittering away his energies on production labor, he uses his time for executive thinking.

The mistake that any cleaner makes who keeps his "head in the hamper" is the feeling that you can't afford to be an executive with less than 20 people to boss. Nevertheless, the function of an executive is to gauge a situation, to plan a method of dealing with it, to budget costs and to see that the job is done.

Being an executive starts with a labor force of one person—yourself!

A man has to be able to perform those functions on himself before he can hope to do it successfully with other people. A man who cannot plan his own activities has no business directing others, and until he quits "muddling" through life and starts operating methodically, he will remain behind the eight ball.

We have pointed out before that there are a dozen or more management functions that have to be performed in any plant, ranging from production through sales, to accounting. *Decisions have to be made concerning every one of these functions.* To ignore the function is in itself a management decision, although a very poor one.

To ignore a loose board in the floor in order to press another pair of pants is a management decision on maintenance; to neglect paying a bill in time to collect the cash discount, in order to mark in another dozen orders, is a decision in accounting management. To neglect to sweep the floor in order to check out three pair of pants is a management decision in customer relations.

The plantowner may have felt it necessary to ignore each of those management functions in order to "get the work out." But an employee trips on that loose board, and workmen's compensation costs him plenty. Discounts slip away from him, and his supply costs are up 10 percent. A customer, disgusted by the dirt on the floor, never comes back.

The only way for the small drycleaner to break out of his vicious circle of breakdowns, complaints, and long, long hours of work, is to deliberately devote at least half of his time to phases of his business that do not actually involve getting the work cleaned, pressed and assembled. It is a management principle that you are never worth more to your business than the value of the job you are performing.

Who Done It?

Another speaker at the Pennsylvania convention dramatized the importance of fact finding by describing a company experience. George N. Graf told of a

firm that discovered it was \$80,000 ahead of the previous year's sales record. If the management had accepted that report, it probably would have been quite content.

However, a study of the records showed that while four out of the five salesmen were all ahead of their previous records, one man was behind by \$120,000. By seeking further it was found that this one man had beaten his previous year's record on every item in his line except one. On that he was \$300,000 behind the previous year.

Obviously, by pinpointing one weakness on the part of one man the entire company position could have been vastly improved.

This reminds us so strongly of cleaners who year after year permit one or two extremely good sales outlets to be dragged down by a bunch of dodos, with no attempt to isolate the causes for the failure of the poorer stores, or else no move to chop them off and make the profit on the good stores that would be possible.

So often we are baffled by an over-all picture when a careful analysis of the elements makes the solution appear quite simple.

Nothing To Fear . . .

The legacy of most value that F.D.R. left was probably the phrase "There is nothing to fear but fear itself." We encountered a plantowner the other day who is so suspicious of everyone's motives that he spends all of his waking hours fretting over the fancied evil intentions toward him of every person he meets.

All of us hate to be a sucker! Somehow we don't feel half as bad when we make mistakes in judgment as when we are tricked by wily scheming.

But the busy manager of a drycleaning plant does not have time to build defenses against every customer, salesman or employee he deals with. To do so is to spend profitless time in negative thinking, when positive planning could be much more profitable.

The greater percentage of people with whom we deal are well-intentioned—blunderers, at the worst. The ulcers we get stewing about what these people might do to us (and never do) are hardly worth what we lose to the unprincipled few, if we take reasonable precautions as a matter of course.

Maybe our young plantowner friend is too young to remember that phrase, "There is nothing to fear but fear itself."

Clean-O-Mat

In answer to numerous inquiries as to whether Clean-O-Mat was the subject of our editorial on possible self-service drycleaners—it was not. We hadn't heard of the process at the time. Since then we have been unable to see the machine or talk to anyone who has operated one.

BISHOP BAG-O-TEER

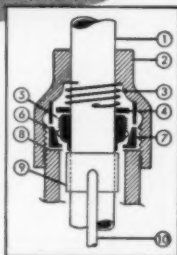
COMBINED BAGGER,
INVOICE DESK AND
BAG STORAGE RACK

SAVES TIME...
SAVES SPACE...
SAVES MONEY...

*Speeds Delivery
to Customers*



BISHOP'S NEW
SENSATIONAL
SELF-ACTUATING
RAPID-ACTION
BAGGING ROD
CLAMP...



PROVED

**FOR POSITIVE HOLD
AND INSTANT RELEASE**

"The heavier the load, the tighter it grips." Bagging Rod (1) is engaged by "jaws" of three-piece clamp (5) with gripping power equal to "chuck" used on metal-working lathes. A ball bearing (6) in each "jaw" contacts slanting inner side of locking rim (7) under pressure from spring (3) and equalizing washer (4) to create rigid grasp on bagging rod. Slight upward push on release ring (9) attached to tripping rod (10) operated by foot pedal, separates "jaws" and allows rod to drop. The "Griptite"—contained in cap (2) of bagging stand and held in place by retaining ring (8)—is an exclusive BISHOP feature.

PAT. APP. FOR

**Bags MORE
Garments FASTER**
*with no walking...
no reaching...
no lifting!*

DRESS BAGS AND
SUIT BAGS AT
TOP, PANTS BAGS
JUST BELOW
ALL THREE RIGHT
IN BAGGING
POSITION

BAGGING ROD ENGAGES
POSITIVELY AT ANY HEIGHT;
TELESCOPES INTO BAG STAND AT
HEIGHT OF ONLY 33" FOR EASY
REMOVAL OF BAGGED GARMENT

INVOICE DESK IS USED WITH-
OUT TAKING A STEP MAY
BE SWUNG TO LEFT SIDE

CONVENIENT RACK
FOR EMPTY HANGERS,
STRAGGLERS, ETC.

RESERVE STORAGE
OF GARMENT BAGS

HEAVY NON-
TILT BASE

Every aid to fast, efficient, effortless bagging right at operator's fingertips in one compact, complete unit. All-steel, lifetime-built. Height 82". Desk, 24" x 13½", is 41" high. Bagging rod extends to 72" high. Base 24" diameter. Occupies floor space only 39" x 37".
No. B30-2, \$79.50.

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LET THE SAVINGS PAY THE COST

G. H. BISHOP CO.
CHICAGO



Order FROM YOUR SUPPLIER
**MANUFACTURERS
SINCE 1893**



COUNTER AND ASSEMBLY are together, practically. Work on left-hand rail is to be cleaned. Invoices are in rack by phone

You Don't Have To Be Big!

How to keep twenty grand with sales of \$60,000 per year

by WILLIAM R. PALMER

QUITE A STIR WAS CAUSED at the recent Pennsylvania convention by John J. Reardon of the Reliable Cleaners of Harrisburg. He stated his management return from his little cleaning business amounted to one-third of his total sales. What's more, he can't be milking the business because it has been like that for several years.

Since Reliable's books have been inspected by Secretary W. J. Mooney of the Pennsylvania Association of Dyers and Cleaners, as well as by several other cleaners, that statement appears to be on the level. Nor can one doubt Mr. Reardon's earnestness and sincerity when discussing it. He isn't a braggart!

So, how does he do it?

First, what's his setup? Reliable Cleaners is in a basement. Rheumatic old ladies hobble halfway down the steps to rap on the door with their canes for someone to come get their cleaning and save them a painful climb up again. Store and plant are both in that basement, with the stairway lit up with neon that casts a glow on the sidewalk. There are several street-level walk-in cleaning stores in the immediate neighborhood.

Reliable Cleaners is on Second Street within a stone's throw of the state capitol, leading hotels and many business buildings. The parking situation is only fair.

Plant and store together comprise little more than 1,200 square feet of floor space. A few supplies are warehoused, but not much. For the past six months Mr. Reardon's volume has averaged \$1,300 weekly, and his number of employees has averaged seven, for an average total payroll of 30 percent of sales. Quick arithmetic shows the employees are well paid.

The seven employees are: the drycleaner who also prespots and drives the truck for several hours in the afternoons; a presser who helps the cleaner with wet-cleaning; two silk finishers, one of whom helps assemble at times; two girls who wait on customers, mark, check, assemble and bag, and one other girl who does likewise, plus keeping the books.

Why are high-type employees (and they are) willing to work day in and day out in a basement? Mainly, because it's a lot more comfortable than most ground-level plants.



AIR-CONDITIONING LOUVRES, acoustical ceiling, complete lighting make basement a good work place. Hamper specially built in four sections

First of all, it's air-conditioned. In the front of the basement plant is a 20-ton air-conditioning unit. At the back is a large flue running up to the roof of the building. All heated equipment is at the back of the room. Ducts carry the cool air to various parts of the plant, and all the air moves back to carry the heat of the tumbler and presses out and up the flue. In the few dead spots, fans have been installed.

The ceiling has been fully soundproofed; the work was done in slack times by Mr. Reardon and the two men employees. With all equipment operating at top capacity it is possible to talk in normal tones anywhere in the plant or store. A glance at any of the photographs showing the number of things attached to the ceiling in this plant will prove what a job the soundproofing was. But it has paid off in pleasant working conditions.

There are a half-dozen small but good radios scattered through the plant. Not a P.A. system, but actually individual radios. The presser can hear the World Series while the silk girls absorb soap opera and the counter crew listens to music. No arguments!

There's a big refrigerator in the plant where the employees can put their lunches, or keep groceries bought during lunch hours. The company also provides snacks during the morning and afternoon breaks—coffee in the winter, orange juice in the summer, with cookies, doughnuts, etc.

There are other employee benefits. The plant shuts down for a week's paid vacation in August. After five years, workers get an extra week's pay. They get moderate bonuses at Christmas, according to their general performance throughout the past year. The company

gives them free hospitalization insurance, and makes available to them a group medical and surgical plan at reasonable cost. Employees get one garment per week cleaned free and a third off on other garments.

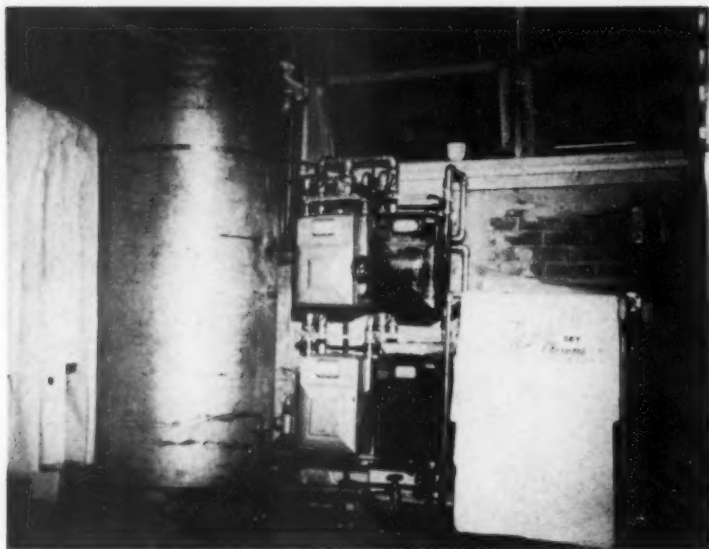
Obviously, one secret of Mr. Reardon's success is the efficient use of manpower with everybody helping out on all kinds of jobs. It wasn't always like that! Mr. Reardon has had twice as many employees with less volume. He says most of the extras were carrying garments or hunting for them.

Slickrails Started It

Reliable Cleaners first started making money when it installed its slickrails several years back. That was the turning point in his cleaning career, according to John Reardon. We are stressing this point so strongly because the small cleaner tends to think he's too small for slickrails. John Reardon proves the reverse.

What's more, garments are hung on hangers on a slickrack the minute they are marked in. There is nothing on the floor, the counter or in bins. Whenever they aren't worked on, the garments *stay* on the slickrack. When people quit grabbing up a dozen pieces in one spot and lugging them somewhere else was when Reliable Cleaners first showed a reasonable profit.

It was also about that time that the boss started taking his head out of the hamper. For years he had worked long hours knocking himself out trying to knock the work out. With the advent of the slickrails he started leaving the productive work to employees while he dreamed up *other* ways of making work easier and



SOLVENT STORAGE holds five drums of perk. To fill, new drum is cradled outside window and hose passed through to pipe elbow at top

quicker. Now, by supervising, he gets more work out with half the employees he had when he was working right along with them. Nor does anyone work too hard as it is. In fact, John isn't in his plant half the time!

Absolutely no sidelines are handled by this firm, not even paid repairs. There isn't a sewing machine in the place, and customers are advised to go to a nearby tailor shop for repairs—after Mr. Reardon has done their cleaning. He feels sidelines are wasteful of time and space in a small well-coordinated plant like his, and he doesn't want to disturb the balance.

Naturally, the quality of Reliable's work is tops. The secret there is that garments are given all the care they need but are not "overhandled." The prespotting board is used more than the spotting board, since Mr. Reardon feels that a good man can save a lot of wear on garments with prespotting.

Because the washer is compartmented few buttons and ornaments are removed, unless they appear to be solvent-soluble. The girls have a testing bottle right at the counter. Lots are small (washer size) and all parts of a suit are kept in the lot, making assembly no problem at all.

Because the cleaning unit has three pockets, Mr. Reardon had a special hamper made to use with it. The hamper has four sections, each holding a load for one washer pocket. After the garments are weighed the hamper is loaded in three sections, leaving an end empty.

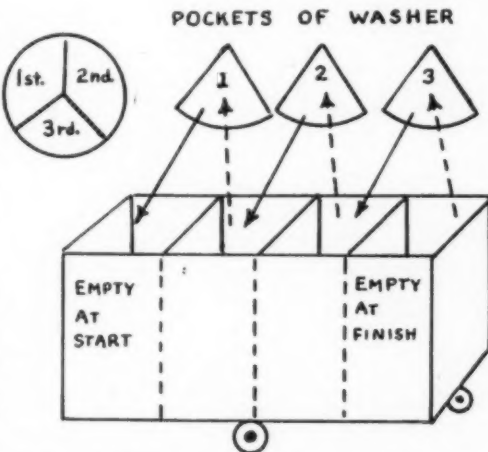
The first pocket of the washer is unloaded into the empty section. Then the pocket is filled with dirty clothes from one of the hamper sections. This newly emptied section in turn receives the cleaned load from the second pocket. Another hamper section fills the second pocket and receives cleaned work from the third pocket. Then the fourth section provides the load for the third pocket, and is left empty. As soon as he's started his machine, the cleaner then turns and starts hanging the work from the hamper back on the slick-rack again.

There is no inspector as such in the plant. Clothes are assembled, checked and bagged without official

inspection. Each employee is responsible for the quality of his or her work. All complaints from customers are held for Mr. Reardon's attention. He discusses the problem with the worker responsible for the condition causing the complaint.

Linings of all women's coats are finished by hand. Men's coat linings are finished only if special handling is requested. An extra charge of a quarter is made on all items given special handling. This service is not pushed but given when requested. Many customers pick one garment out of an order and ask for the special handling for the one item.

An extra charge of 25 cents is also made for six-hour service, to which Mr. Reardon credits much of his success. The regular service is two days but even that



USE OF FOUR-PART HAMPER. Washer pockets separate in drawing for more clear explanation. Solid arrows show emptying pocket, broken arrows loading pocket

"I want to thank your Engineer for coming to our rescue when disaster struck!"



Manhattan Laundry and Cleaners, Inc.
2ND AND HUMBOLDT
• PHONE 2261-2943 •

August 27, 1951

Sanitone Engineering Division
Emery Industries
4300 Carew Tower
Cincinnati, Ohio

Gentlemen:

If you can visualize a washer upon which has been dumped six or eight sacks of wet filter powder, a slick rack seventy feet long pulled to the floor by wet clothes, a tumbler jammed with pants washed down through the air intake, and extractor level full of mud, you will be able to see what your engineer Howard Smith walked into when he came to help us clean up flood damage. The above are only a few of our troubles and problems. Our plant was a complete wreck.

Mr. Smith certainly worked far above the call of duty and I feel inadequate to the task of telling you of our appreciation. Certainly your engineering service could have anticipated any such call for emergency service as this, but Mr. Smith gave us his time and energy beyond anything that could have reasonably been expected. He was a source of energy when every one here was exhausted. He displayed executive ability when no one could decide what to do first. He coerced his helpers into doing more work than they imagined they could. His work and stabilizing influence probably made a difference of several weeks in the time it took us to get started in business again.

From the above you can gather that I have a great sense of appreciation for what Sanitone and Mr. Smith have done for me. All I can say is "Thank you." It is something I will not forget.

Yours very truly,

Henry Bessler Jr.
Manhattan Laundry & Cleaners, Inc.

Schuelke • Munroe
McGroarty • Graham • Sweasy
Huff • Richdale • Johnson • Murdock
Geddes • Howard • Laumann • Hays • Ely
Rickenbaker • Martin • Jordan • Hayworth
Floyd • Leavitt • McGuire • Chord
Mueller • Bungenstock • Daggett
Lees • Shankland • Wilson • Lamb
Peterson • Schwab • Cosgrove
Hammargren • Smith • Hausman
Healy • Sheridan • Duquette

Here's More Proof That Our Engineers
Are Truly "A Friend in Need" to
Sanitone Dry Cleaners!

AND YOU don't need an emergency to enjoy the security of having someone to turn to who knows the answers. From coast to coast Sanitone engineers make periodic visits and are qualified to service every phase of plant operation from production problems through costs and advertising.

This is just one part of the complete planned program Sanitone offers qualified dry cleaners who can meet our standards of excellence. Write, wire or phone today!



SANITONE DRY CLEANING SERVICE

Division of Emery Industries, Inc.

CINCINNATI 27, OHIO



SPACE SAVING was measuring chart removed from stand and put on end of drying cabinet

he likes to keep moving. There isn't much room for garment storage in 1,200 square feet.

In spite of his own conspicuous savings in the production department, John feels that most cleaners waste their money in the sales department. He restricts his delivery service to the city limits of Harrisburg, won't go one block outside the limits to please a customer. Since the city is crowded up against the Susquehanna River, his driver can make his stops in one big semicircle. He doesn't even cross the river to complete a circle.

If the customer is not at home, a card is left asking her to phone the plant. The order is held in the plant until the customer phones for delivery at a specified time. Thus the driver avoids making fruitless call-backs. The cleaner-driver makes no solicitations. All

pickups come from requests phoned into the plant, except for a few steady regular customers.

Pricing is kept as simple as possible. Except for the extra quarter for either six-hour service or special handling, all items cost 75 cents, \$1.25, \$1.50 or \$2.00 (fancies excluded). Incidentally, Reliable Cleaners remained at the NRA Code price of 90 cents all through the depression, the war and the postwar period, until one year ago, while others were going down to 39 cents and climbing to \$1.25 or \$1.50. Mr. Reardon finally came up to those that had passed him by early last fall. (He raised wages proportionately at the same time.)

Credit is simple. Once it was killing Mr. Reardon, spending hours and days collecting bills. Now it's cash, or charge. Charge accounts are opened with the usual precautions. If the counter girls or the drivers want to carry customers, the bills are theirs to collect. When they get paid at the end of the week, the amounts of the bills are deducted from their pay and they are given the unpaid invoices. The money is theirs when collected.

This may seem unduly harsh but Mr. Reardon found it the only way to clean up a serious situation. Moreover, the employees see it clearly from his viewpoint when he points out that receipts are what their pay comes from each week.

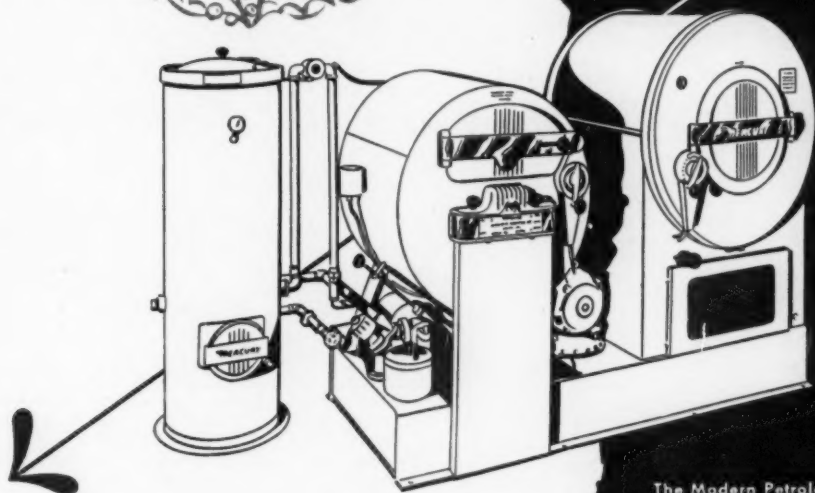
Reliable Cleaners, a small plant in a fairly large city, uses newspapers exclusively for advertising. Moreover, Mr. Reardon is the only drycleaner who consistently does use the newspaper in Harrisburg. The others say it doesn't pay. However, he is putting five percent of his last year's volume, or a little over \$3,000, on the line for newspaper advertising. He feels that too many cleaners get cold feet when a sizable bill for advertising comes in and curtail a program that should be kept going steadily. Since he's running substantially ahead of last year, there may be something to it.

The appropriation for advertising is not spent evenly but according to the volume of business at any given time. However, the advertising precedes the seasons. Mr. Reardon advertises heaviest in the month before Easter and is already tapering off his spending at Easter time. He and his accountant figure what percentage of last year's volume was done in February, then allocate the same percentage of this year's advertising appropriation to this January. Likewise, last year's March volume determines this year's February advertising, and so on.

There is the story of Reliable Cleaners. It's all in little pieces, but that's the way John Reardon's operation impresses you. His effectiveness is in tying up all the little loose ends. Maybe getting the best out of little things is his specialty—he's got seven kids. # #



WETCLEANING SETUP is all wood, pinned and doweled, with wooden plugs to permit bleaching without corrosion. Note ample number of rinse tubs for this small plant. Also number of drain holes at bottom of scrubboard



To our more than 3000 Successful Mercury Owners.

To our Jobbers and Salesmen who recommend and offer precision-built, dependable Mercury products.

To our various Suppliers, and their workmen, who perform (with good-will) under the exacting standards of Mercury and Underwriters Laboratories, Inc.

The Modern Petroleum Dry-cleaning Unit! 36 pound washer-extractor, 36"x30" tumbler, six plate 1000 GPH filter, sight glasses, piping, pump and storage tank in one complete system.

\$2850

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DRY CLEAN WITH DRY HANDS

MERCURY

The Modern Petroleum Unit

**MERCURY
CLEANING
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Dept. 18, Chicago 6, Illinois
Telephone ANdover 3-5420



BASEBALL RIVALS, Brooklyn Dodgers and New York Giants, are two biggest uniform cleaning customers of drycleaner Ed Katcher. One out-of-town team sent its own cleaner to Kogan's to learn process

How To Clean Baseball Uniforms

Brooklyn cleaner for major-league teams
develops effective process for specialty

by JOHN J. MARTIN

THE CLEANING OF THEIR UNIFORMS is probably the only point on which the two bitterest rivals in baseball's National League agree. Both the Brooklyn Dodgers and the New York Giants have their uniforms cleaned at Kogan Kurtain Kleaners in Brooklyn, New York. Nonpartisan owner Ed Katcher maintains an even quality that is satisfactory to both teams, his exclusive accounts.

The job is essentially a hand operation. Each shirt and pair of pants in the two-piece baseball suit is soaked, individually hand-scrubbed, rinsed, extracted, dried on one of Kogan's curtain stretchers, and then finished on a utility press.

Although the uniforms carry instructions that they be drycleaned, it can be seen that Mr. Katcher's process is entirely on the wet side. The uniforms are brought



HAND SCRUBBING follows preliminary soaking. Table sloped for water to drain off; hinged leaf can be raised for another scrubber to work



THREE RINSES in three large tubs remove soap after scrubbing; extraction follows

(PAID ADVERTISEMENT)

FACTS you should know about testing your Strong Soap Solution (SSS)

The August 1951 issue of the National Cleaner & Dyer carried a 3-page article on the perfection of a revolutionary technique for testing the percent active ingredient in a used Strong Soap Solution. (Strong Soap Solution is the solvent in washer-trap-filter assembly which has been activated with a given concentration of Formula 886 for repeated use.)

Prior to that release the services of a skilled laboratory technician were required for an accurate quantitative analysis of the active ingredient in filtered Strong Soap Solution containing free fatty acid, lanolin, mineral oil and other soluble impurities removed from soiled fabrics.

Now any cleaning-room worker may distinguish the active ingredient from other non-volatile matter and in only five minutes determine the exact percent of active ingredient remaining in his Strong Soap Solution after cleaning a series of loads.

This unique method of testing SSS (Strong Soap Solution) is the key to the current success enjoyed by so many operators. Heretofore the results from the SSS were not uniform because the operator had no way of maintaining a uniform concentration. Now the new Strong Soap Testing Kit makes it possible for him to determine the exact amount of additional Formula 886 required to compensate for any loss from sweetener powder or from interchange with volatile solvent in pipelines.

Street's chemists designed this test specifically for determining the percent of Formula 886 in used Strong Soap Solution. All of the active ingredients in 886 give a positive test.

•The test fails completely in measuring the active ingredients in some of the other leading brands of dry cleaning detergents. Cyclo, Merasol and J-P-S fall in this group and give negative tests.

•In other brands portions of the active ingredients give a positive test while the balance are negative. Anolite, Streetex and Statilcol fall in this group.

•In a third group of other brands all of the active ingredients may give a positive test, but still lack the other characteristics of 886 so necessary for comparable results in the Strong Soap Process.

Some operators report having been recently approached by salesmen whose presentations are somewhat like this: "I have here a new product which is the same as Street's Formula 886 and lower in price."

If the operator mentions the service performed by the

Street's field technician in selecting one of a dozen variations of the SSS most adaptable to his individual plant and then personally installing the process to produce optimum results, the salesman continues: "But you may use my new product in exactly the same way as Street's man set you up. For less money you get the same formula as 886, and you use it in the same way as demonstrated by Street's technician."

At this point the operator may express some doubt that this new cheaper substitute is

actually the same as 886, and here the salesman is prepared with what is supposed to be the clincher: "You can prove it yourself. Street's say that their testing kit should not be used for anything but 886. Well, it so happens that a 1/2% solution of my new product requires exactly 5 cc of Street's No. 3 Solution to reach the end point. The same as required for 1/2% of 886. Test it yourself. There is proof that my product is the same."

Those who are not thoroughly versed in the chemistry of this test might be impressed with this closing argument. Actually, the argument is meaningless. There are any number of detergents compounded in such a way that 100% of their active ingredients would give a positive test in Street's titration method and yet be wholly unsuited for use in the Strong Soap Process. This is a CHEMICAL FACT. Cyclo, Merasol and J-P-S give negative tests. None of their active ingredients are determined in the method of titration employed. And yet these three products are far more adaptable to the Strong Soap Process than many detergents whose active ingredients give a positive test.

Street's Strong Soap Testing Kit does not provide a means of measuring detergency. It does provide an accurate means of determining the exact amount of 886 in filtered solvent, even though the solvent is contaminated with soluble impurities. Other well known methods of testing give conclusive evidence that 886 possesses the four prime requisites for a detergent intended for use in the SSS. First, extreme solubility to avoid removal in filter. Second, extreme stability to avoid break-down by acidity of soil from fabrics. Third, high reflectometer ratings for insoluble soil removal. Fourth, superior whiteness retention resulting from avoidance of redeposition.

Other brands of detergents which respond wholly or in part to the Strong Soap Testing Kit may be farther from these four qualifications than brands which are entirely negative to the test.

The buyer of detergent for the SSS must keep in mind that the Strong Soap Testing Kit measures the amount of 886 in his SSS. It does not measure the cleaning properties of 886 or its adaptability to the Strong Soap Process. No test is required for the latter. Employees in every department of the plant recognize the general improvement in the work the very day that the SSS is started with 886. Its efficiency takes on added importance during a wartime or semi-wartime economy when labor shortages place such a burden on the remaining personnel.

When the concentration of 886 in the SSS is maintained through the use of Street's new Strong Soap Testing Kit the attendant reduction in time required for spotting, wet-cleaning and finishing is so obvious to everyone in the plant that no test for detergency is even considered. And the general brightness and clearness are a revelation to all of the plant's customers, tailors and housewives alike.

Use the Strong Soap Testing Kit for what it is designed: To measure the amount of 886 in the used SSS. It is invaluable for that purpose. However, if misused in an attempt to determine the adaptability of other products to the Strong Soap Process, the distorted results may be not only misleading, but very costly.

Paid advertisement Copyright 1951 R. R. Street & Co., Inc. 8886-18



THAT'S DODGER Jackie Robinson's uniform on utility press. Finishing shirts without collars, pockets or seams is comparatively easy



BASEBALL PANTS ARE STRETCHED tight over buck to prevent possible shrinkage. Knee elastic is at end of buck

in extremely dirty, and experience has proved that too much mechanical action in the wheel is required to get them clean. This agitation, plus the high temperature, tend to cause matting or balling and shrinkage in the flannel material.

After the uniforms are separated into groups of shirts and pants, the soaking operation takes place in a dye kettle adapted for the job. The shirts or pants, no more than 10 at a time, are immersed in a solution of soap, alkali and a dye-fixing agent for 15 to 20 minutes at 125 degrees F.

This bath removes a major part of the mud and other built-up surface grime, making extra hard scrubbing necessary only on heavily soiled and perspiration-stained areas.

Only a few pieces should be soaked together, Mr. Katcher states, to make sure that the solution gets into every part of the flannel. The dye-fixer prevents the colored piping and numerals from bleeding to the white or medium-gray body material.

Diamond Dirt Gets Hand-Scrubbing

Pulled from the bath to a nearby table, the uniforms are scrubbed by hand with a medium-hard brush. The pieces have absorbed some soap from the soaking solution, but the operator gains additional detergency by dipping suds on to the flannel from a bucket on the table.

Knee, thigh and pocket areas are the dirtiest parts of baseball pants. The knees suffer as the ballplayer drops to the ground. Thighs pick up dirt as the batter rubs earth on his hands to get a better grip, then wipes off the excess on his pants. Resin stains are most frequent around the pockets.

Shirts are especially dirty at the belt line and underarms, the perspiration areas. Catchers' shirts usually have a bad soil mark left by the chest-protector straps.

As the scrubber runs his brush up and down each piece, extra elbow grease must be applied to these particularly soiled parts of the uniform. The two experienced Kogan scrubbers complete a washing operation on a 60-piece set of 30 uniforms in 2½ hours.

Three large tubs lined up in series are used to give the uniforms three separate rinsings after the scrubbing. Constantly changing water assures the removal of all traces of soap. A four-minute extraction follows.

Slow drying, without mechanical action, prevents

shrinkage and matting. For this operation Mr. Katcher has found his battery of combination curtain stretchers-drying cabinets perfectly suited.

The uniforms are tacked up on the frames very much as are curtains. The same pins are used to hold the pieces in place but there is no attempt at stretching. Well-made of a quality flannel, the uniforms are not damaged by the tiny nails.

A temperature of 110 degrees F. is maintained inside the drying cabinets. After hanging for three hours, the uniforms are completely and evenly dry.

Finishing Technique

Baseball uniforms are easier to finish than ordinary suits, according to Mr. Katcher.

The shirt is pressed in straight lays, starting with one lapel and moving right around to the other. Since there is no collar on a uniform, there is no collar lay. One lay is necessary to finish each sleeve.

While not as simple as the shirt, baseball pants are finished with comparative ease and speed. To combat any possible shrinkage in the knee and thigh areas the leg is stretched over the buck. The buck takes the place of a man's leg, and the pants are pulled up tight until the elastic in the knee is stretched out slightly. The leg is turned on the buck until the lays are complete.

After both legs have been done, the pants are topped on the rounded edge of the utility press.

There are no front creases, but the heavy colored binding, usually called a piping, on the sides must be set. For this step, the pants are laid on the press the short way, from the front of the buck to the back rather than from end to end. Successive short lays are made up the length of the leg until it is finished.

Mr. Katcher points out that only light head pressure is necessary. Buck steam is used almost entirely, and the head is used in almost a fanning motion.

Special Scheduling Problem

The plant has only one truck, used exclusively for pickup and delivery of athletic equipment. In addition to the Dodger and Giant accounts, Kogan cleans uniforms for several New York colleges and for the New York Knickerbocker professional basketball team.

Admittedly, baseball-uniform cleaning sets the tempo for all of Kogan's varied activities. While production is simplified by the absence of an identification



Season's
Greetings.

merry christmas

happy new year

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U.S. Pat. Reg. M. T.

For December, 1951

When writing to advertisers please mention The NATIONAL CLEANER & DYER



EVEN PLANT EXTERIOR is different. Household work is another specialty of Kogan Kur-tain Kleaners

and assembly problem, it must be geared to the high-pressure baseball schedule.

For a day game at Ebbets Field in Brooklyn or the Polo Grounds in New York, fresh uniforms must be delivered to the clubhouse manager by 9:30 in the morning. The teams take the field about 10 A.M. for their warmups. Early-evening delivery is scheduled for night games.

This plan works out very well in the plant—until one of the teams plays a night game and wants clean uniforms for the afternoon game on the following day. Regular work is dropped then, and Kogan goes into high gear on uniform cleaning. Every available employee is shifted over to the job, and the crew has often worked all night so the ball clubs can step out on the field in fresh clean uniforms.

At times visiting teams throw an extra load on the Kogan plant. Every club in the National League had its travel outfits cleaned by Kogan at least once during the past season. These double loads mean extra high gear for Kogan.

Weather conditions also control the frequency and time of uniform cleaning, and thus have an effect on Kogan's other departments. A hot day means lots of perspiration on the ball field, and Mr. Katcher can anticipate a call for cleaning. Rain and a resulting muddy field, double headers, postponements and make-up games all have their influence on the plant's production schedule.

Effect on Other Services

Because of these conditions, Mr. Katcher will not promise a specific delivery date on regular drycleaning work or for his other specialty—curtain and household work.

When garments are ready for pickup, Kogan drops a penny postcard in the mail to inform the customer that she may call for the finished work. It might be four days after the garment was dropped at the plant, or five, or six.

Mr. Katcher has a philosophy about possible customer resistance to this system. He feels that his customers, most of them oldtimers with the 44-year-old business, want quality rather than speed.

He must be right, because the plant is crowded with work, all brought in and to be picked up by the customer. In fact, we were in the call office when a man dropped in from a town 60 miles out on Long Island to leave a bundle. He'll have to drive another 60 miles to pick it up, too. This is customer loyalty!

Kogan's yearly volume runs about \$70,000. About \$15,000 comes from cleaning athletic equipment.

As an extra dividend, most of the sport business comes in at just the right time. Unlike most plants, Kogan's volume does not take a sharp seasonal drop as summer approaches.

In the spring Kogan keeps busy by pushing its household specialty. When the hot summer rolls around it's baseball weather, and the plant keeps on an even keel with uniform cleaning. After the baseball season, the regular drycleaning volume steps up once again.

Mr. Katcher has a straight contract with his baseball customers to clean a two-piece uniform for \$1.25. The big-league clubs add ushers' uniforms, ballpark pennants and flags, office rugs and drapes, and sometimes Dodger manager Charlie Dressen's tuxedo.

Not every town boasts a big-league club but almost every community has semipro clubs, high school, college, farm or church teams. If a drycleaner's town isn't in the major league he can still find prospects for profitable uniform cleaning in the "minors." # #



ONE TRUCK IS USED EXCLUSIVELY for routing uniforms to and from plant. Sign capitalizes on prestige value of top sports accounts

The BUTLER Sales Representatives Wish You
a Merry Christmas and a Happy New Year...



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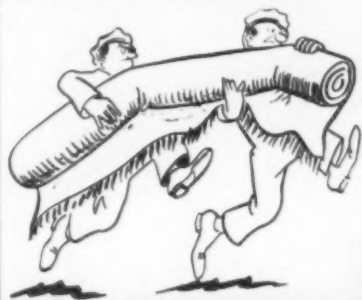
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EXTRACTING-WASHERS

25 YEARS AGO... DEC. 1926

KANSAS CITY CARPET CLING CO. OFFERS ONE DAY SERVICE IN PHONE DIRECTORY ADVERTISING.... PUBLIC REACTION IS GOOD... LUCKILY, VERY FEW INSIST ON SUCH SPEEDY SERVICE.



'MAIL BAG' TROPHY ADVERTISING PROFESSION'S MOST PRIZED TOKEN, AWARDED LANGLEY'S LTD. OF TORONTO, FOR YEARS' BEST DIRECT MAIL CAMPAIGN.

CUSTOMERS' EVIDENT RESENTMENT OF WAY THE DRIVER HANDLES GARMENTS CAUSES COLORADO CLEANER TO INSIST DRIVERS PLACE GARMENTS IN INDIVIDUAL BOXES AT TIME OF PICK-UP



10 YEARS AGO.... DEC. 1941

DRY CLEANING SERVICE VOLUNTARILY RATIONED BY BRITISH CLEANERS AS GOV'T RATIONING OF CLOTHES THREATENS TO SWAMP SHOPS WITH WORK.



WHOLESALE PAPER MERCHANTS INSIST GARMENT BAGS FOR CLEANERS BE ELIMINATED DUE TO SHORTAGE OF BUTCHER PAPER... (CLEANERS UP IN ARMS!)

CLEANERS DISPLAY PATRIOTISM BY CLEANING AMERICAN FLAGS FREE OF CHARGE. AL BORRIS IN LOS ANGELES, WARNS OF DANGER FROM LOOSE DYE STUFF UNLESS SOLVENT IS KEPT CLARIFIED.



.....from all of us, to all of you.....



A Merry Christmas
A Happy New Year



Lou Bellow

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

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THRIFTEX

Progressive Chemistry for over a Century

**PENNSALT
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Everyone's talking about Cissell

for chemical or steam spotting

THE CISELL VACUUM SPOTTING BOARD

...lets you go to the "wet side"
for amazing results. No other
method gives you such speed...
such perfect work...

It's extremely fast! Cissell Patented Concentrated Vacuum permits use of wet steam . . . keeps wetted areas from spreading. Cuts wet-cleaning and re-cleaning to a minimum . . . solves, once and for all, the time-wasting spotting bugaboo as it eliminates feathering, sizing rings, discoloration, "blow off" with dry steam, drying in tumbler, re-inspecting. No lost motion. Large areas of perspiration are spotted and dried with ease. Wetted areas are kept under control. Cissell provides independent foot-pedal control for vacuum, necessary for dry spotting. In "dry" spotting, the Cissell Concentrated Vacuum provides rapid drying . . . removing solutions such as carbon tetrachloride and loosened soil without a "dry" ring. When solvents, soaps, bleaches are necessary, you'll find the white Vitrolite top unexcelled . . . its white surface enables spots to be seen with ease.



Spotting aids and loosened soil are rapidly flushed from stained area by squeezing a spongeful of cold water right through the stained area . . . concentrated vacuum draws off water, and keeps it from spreading.



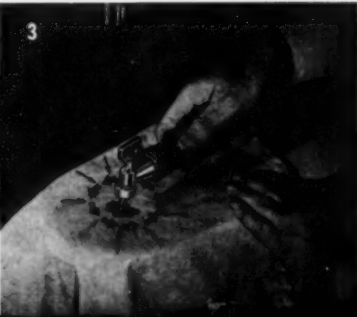
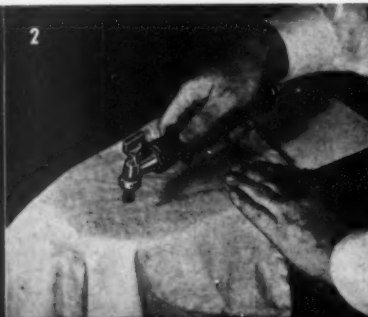
On tight-fitting sleeves, cuffs, neckties, etc., when it is impossible to use large board, the handy Swinging Sleeve Board does the same job as the concentrated vacuum automatically transfers from large board to miniature board as it is moved into operating position.

IN REMOVING SPOTS...

Concentrated Vacuum Does It!

Place garment in position over screened area so that spot is directly over 3-inch vacuum ring. 1. With one foot, press both vacuum pedal and

steam pedal ALL THE WAY DOWN. Vacuum holds garment in position. 2. Place gun in position, approximately two inches above material. 3. Now, with gun in rotary motion, (heavy arrows) spray wet steam downward, straight through spotted area. AMPLE WET STEAM UNDER PRESSURE DISSOLVES WATER-SOLUBLE SPOTS INSTANTLY. CONCENTRATED VACUUM KEEPS WETTED AREA FROM SPREADING as it draws wet steam through garment. (light arrows)



Concentrated Vacuum!

Here's concentrated vacuum
at its best

Note large working area on nose of board with patented concentrated vacuum in center. All-over plate perforation plus powerful vacuum prohibits soil from "bouncing back."

EVERY FEATURE FOR THOROUGH SPOTTING

POWERFUL VACUUM on both nose of board and swinging sleeve board. Left pedal releases: 1. A feather of dry steam. 2. Dry steam. 3. Moist steam. 4. Wet steam. Plenty of heated compressed air for quick drying. Both boards have stainless-steel frames and white Vitrolite tops. Vacuum areas are perforated, stainless steel with fine nickel screen covering. Air-cooled, cork-handle spotting gun has removable tip. Screen assembly, Vitrolite top and chemical tray easily removed for cleaning. Automatic check valve releases all chemicals and water from a "built-in" vacuum separating chamber to a large drain receptacle. *Harmful chemicals are not carried into vacuum system.* Large chemical tray; handy stainless steel spatula, brush holder and two large pans provided for the ultimate in convenience. Available for central air vacuum or with built-in steam vacuum.

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Consult Your Jobber



Above: Nose of board with plate and screen covering. Middle: With screen removed to show all-over plate perforation. Below: With screen and plate removed to show concentrated vacuum feature.

The price only \$300 for central air or steam vacuum
F. O. B. Louisville, Ky.

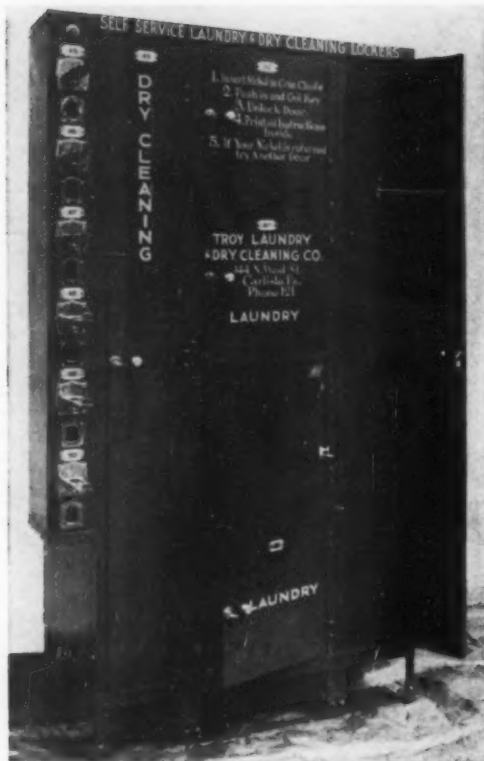
IN DRYING...

Concentrated Vacuum Does It!


4. With one foot, press both vacuum pedal and air pedal ALL THE WAY DOWN and clear moisture from gun before starting drying. 5. Hold gun

only the width of gun nozzle above garment. 6. Now, move gun in a zig-zag motion, sweeping it rapidly back and forth across wetted area for drying (heavy arrows). Actually, excess moisture is blown out with compressed air, and wetted area is dried rapidly at room temperature with aid of strong suction from concentrated vacuum.





OLD-STYLE LOCKER is being replaced by type without coin plungers



For Your Greater Convenience!

ANNOUNCING

Automatic Locker Service for laundry and dry cleaning. A new plan originated, developed and built by the TROY LAUNDRY and DRY CLEANING CO. here in Carlisle.

Whenever you are unable to use our regular pick-up and delivery or office service, this equipment is ready to serve you.

Laundry or Dry Cleaning deposited in these lockers will receive the same quality service that has been associated with TROY for more than sixty years.

Locker service has been enthusiastically accepted by students in college, workers in factories and by the general public.

The number of installations will be increased as rapidly as possible. For present try Downtown Service Station, 23 North Pitt Street for Locker Service.



TROY LAUNDRY AND DRY CLEANING CO.
"For Your Greater Convenience"
 134 NORTH WEST ST. • PHONE 121

SINGLE ADVERTISEMENT was used to introduce lockers to Carlisle

Lockers Work in Small Cities

Experience of six months proves appeal
and practicality of drycleaning vendors

by **WILLIAM R. PALMER**

ONE MOVE TOWARD SOLVING THE MAN-POWER or womanpower shortage in the drycleaning industry appears to be the development of self-service lockers. C. B. Strayer of the Troy Laundry and Dry Cleaning Company in Carlisle, Pennsylvania, can now report on six months' experience with a set of lockers that he designed himself.

Carlisle's population is close to 20,000. Therefore Mr. Strayer's experience answers the question of whether lockers will work anywhere besides in a metropolitan area.

Troy made 72 compartments available to the public. The units were mostly as pictured, with four laundry compartments and two cleaning sections. Two locations had two such units each; the remainder were single-unit installations. Less than an hour, morning

and evening, was required by the driver to service these ten locker installations, since distances are short in a city the size of Carlisle.

Over the six-months period, Troy received more than 1,000 orders through the 72 compartments. There was no apparent effect on the company's regular route volume, with one qualification. One of the two unit installations was in the local college, and replaced the student agent who had been drafted.

The type of service offered was limited, in the case of drycleaning to garments, in the case of laundry to bachelor bundles. The cycle was varied from six hours to three days. Variation in the time cycle had a very definite effect on volume. Changing from same-day to 24-hour service cut volume in half. Switching again to two-day service halved it again. When three-day



*Merry
Christmas*

FROM ALL

*Best
Wishes
for
'52*

OF US

**LINCOLN
BAG CO., INC.**

**PARA-LUX
PRODUCTS CO.**

service was tried, volume dwindled away to almost nothing.

One small advertisement in the local paper was the only promotion given the lockers, except for a little leaflet of instructions that was passed out in the factories and business buildings where the lockers were located.

Lockers Being Modified

Mr. Strayer deliberately set out only a few lockers, so that they could be withdrawn without affecting the plant's public relations. Hence he is now able to take them all back to the plant for a major change proven necessary by experience.

Originally the procedure was for the customer to insert a nickel in a plunger similar to those used on pinball machines. This produced a key with the locker number on it. The customer then unlocked the compartment with the same number as the key. The order was placed in the compartment, with the customer filling out a blank invoice that was found clipped to the door. This invoice had prices listed on it for items handled through lockers. A pencil was also clipped to the door.

Also clipped to the door was a little cellophane bag. In this the customer placed enough money to cover the cost of the cleaning or laundry. If there was too much, the change was returned in a cellophane envelope taped to the garment bag or laundry bundle. **There never appears to have been any customer resistance to the idea of leaving money in the lockers.**

When the customer returned he or she unlocked the compartment door with the same key and took out the order. The locker was relocked, and the key inserted in the same plunger that took the coin. When the plunger was pushed in again, the key was secured in back of the plunger and the coin was returned to the customer.

But the customers didn't cooperate. They'd ignore their nickel and walk off with the key in their pocket, leaving the next customer to insert a nickel and get back—another nickel. Or they'd leave the key in the door and customers would put in new orders without an invoice or money, unless the driver got there first and restored the key to the plunger. Or they would try to put the key back in the wrong plunger and jam the works.

Precautions in New Model

So, Mr. Strayer withdrew the lockers to devise something more foolproof. The lockers that he puts into use this month will have no plungers at all. The customer inserts a dime in a notch in the door of the compartment itself. This releases a catch which permits the customer to unlock the compartment door with a key already in the door. When order, invoice and money are safely stowed away the customer locks the door and takes the key. On return the key unlocks the door again, permits withdrawal of the order, and then locks the door permanently until another coin is inserted. The key cannot be removed while the door is open, or after it has been opened for the second time.

In both instances the driver uses a master key to get into the lockers. In the later version, his master key sets the lock for the second opening. In the new model the locker keeps the dime, as a charge for using a "quick-service" locker. The notch and mechanism for receiving the coin can be quickly changed to use either nickels or quarters. Mr. Strayer suggests that either he can keep this extra sum for the service, or it



PART OF INSTRUCTIONS distributed in two-color leaflet

can be turned over to the "landlord" as rental, or even be turned over to a student fund or factory amusement fund as an incentive to use of the lockers.

Mr. Strayer is enthusiastically convinced that lockers have a place in the drycleaning and laundry industries. He is sure of customer acceptance. He believes that locker-handled items cut delivery costs. He expects lockers to help in coping with the manpower shortage. # #

dry cleaning **Gets DRY** in a hurry



at G & K CORP.
MINNEAPOLIS

thanks to

69
HUEBSCH
OPEN-END
TUMBLERS

That's right — G & K Corp. has 69 Huebsch Open-End Tumblers — with more on order! Ask G & K Corp. — ask any of the other leading laundriers and dry cleaners who are now using more than 70,000 Huebsch Tumblers — why they like Huebsch. The answer is always the same: *Better and faster service at lower cost!*

COMPARE HUEBSCH ADVANTAGES...

- *Faster, More Thorough Drying and Deodorizing*
- *Faster, Easier Loading and Unloading*
- *Low Initial Cost, Low Maintenance Cost*
- *Low Steam-Electric Consumption*
- **FOUR SIZES: 36" x 18", 36" x 24", 36" x 30", 42" x 42"**

For complete details, see your Huebsch representative, or write, wire or phone us direct.



Shown above are only eleven of the 69 Huebsch Tumblers now being operated by G & K Corp. in their Twin Cities plants.

HUEBSCH
Originators

INVENTOR AND WORLD'S LARGEST MANUFACTURER OF OPEN-END DRYING TUMBLERS

Makers of the famous Huebsch Handkerchief Ironer and Fluffer Pants Shaper
Automatic Valves Feather Renovator Double Sleeper Collar Shaper
and Ironer Garment Bagger Cabinet and Garment Dryers Washo-
meter Hosiery Ironers Spring-Type Filter.

Eaton's

GREASE

OIL

PAINT

REMOVER

- ✓ Formulation of this product was based on a survey made to determine the types of paint used domestically
- ✓ The survey showed that one particular type predominates in the paints sold for domestic use
- ✓ Almost all paints encountered in dry cleaning plants are of this type
- ✓ Eaton's GOP is specially designed to remove this type of paint

PRODUCTS OF ABSOLUTE INTEGRITY

Distributors Everywhere

Established
in the year
1838

EATON CHEMICAL AND DYESTUFF COMPANY

1490 FRANKLIN ST. • DETROIT 7, MICHIGAN • Canadian Plants: Windsor and Toronto

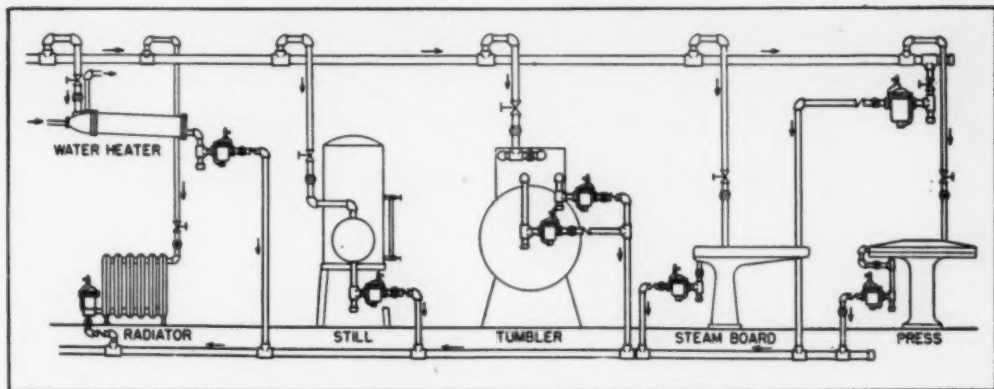


FIGURE 1

Basic Steps to a Good Piping System

Part I: How to plan layout and select material, size, gradient and fittings

by JOSEPH C. McCABE

THE JOB OF THE PLANT PIPING SYSTEM is to move liquid, steam or air from place to place under pressure. When you stop to think how tough it is to keep water or air within bounds you can begin to appreciate your piping system and understand why it is put together the way it is.

The old Romans moved water for miles in open aqueducts. But remember, it was those miles they had to play with that made it possible to use only a slight pitch* in the aqueduct and yet keep the water moving. The drycleaner wants water to move fast in ample quantities and reach equipment spotted anywhere in his plant above or below the inlet water connection. That involves considerable pressure, which requires closing in the water carrier so it can be kept under control with the least waste of liquid or pressure.

In the case of air there is no question but that it has to be confined within relatively small enclosures if you want it to perform any controlled service.

For these very good reasons metal piping and tubing are chosen to do this job. Piping is circular rather than any other shape because that is the strongest possible form for the metal to take and the cheapest.

A number of problems develop in pushing water or air through pipes and tubing. These problems include moving losses called friction, controls, piping maintenance.

Factors in Pipe Layout

There are ways to make these problems easier. To begin with, *your piping layout should be planned before it's ever put in.* Is it meant for high or low temperature, high or low pressure? Are the conditions of operation moderate or severe? With this information

any good piping contractor can tell you what piping materials will give the best service.

Temperature and pressure alone are not the only factors to be considered. Frequently you have to use steel materials for their structural strength. In these cases it's mostly because brass or iron might not hold up under conditions of shock, vibration or fire hazard.

Fig. 1 gives a fairly typical steam piping layout for a drycleaning plant. There's a lot of information in this drawing. With a similar sketch of your own equipment you can figure pipe size. On it you can see the major steam-using equipment. The equipment manufacturer knows how much steam his equipment needs. By adding up the steam load of all the machines you can find the highest possible rate of steam flow that this supply line would have to handle.

If you know that you'll *never* have all the equipment working at one time the pipe size can be less than this total load indicates. How much less depends on the steam demand of all equipment left operating at one time.

Correct Pipe Gradient

Now how about pipe gradient*? Pipe gradient is the slope or pitch you give a pipe line to allow any water or condensate* collecting in it to flow down-grade; that is, to drain to some place where you can remove it from the line.

If it is a steam line, any pockets of water that form in the line make the ammunition that can cause water hammer*. The velocity (speed) of the steam that picks up these water slugs does more to make water hammer dangerous than does the amount of water. The faster the water hits pipe bends, valves and fittings, the greater the shock. What's more, condensate pockets in

* See glossary at end of this article.

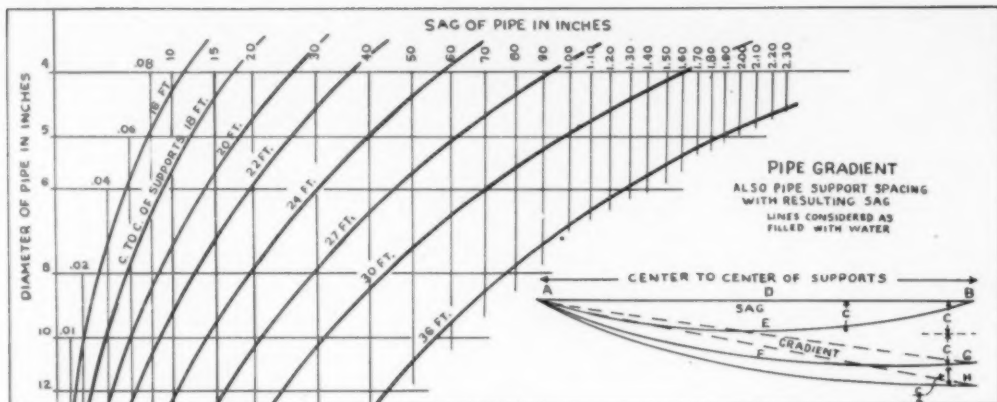


FIGURE 2

steam lines can speed up corrosion of piping. So you want to be sure your pipe line can drain itself completely.

The principal pipe manufacturers will gladly supply you with pipe-gradient charts (Fig. 2) that give the amount of deflection or sagging due to the weight of the pipe for any pipe sizes up to 12 inches diameter. These charts are worked up on the basis of a pipe filled with water.

At the right of Fig. 2 is a diagram that shows the gradient a pipe must have for complete draining. The distance C (DE and EF in the diagram), is the deflection or sag caused by the pipe's weight. It is picked off on the chart for the space between supports measured as center to center, "C to C," 16, 18, 20 feet, and so forth.

The proper drop for the pipe to take, HB on the diagram (Fig. 2), is equal to $2C + \frac{C}{2}$. For a 10-inch pipe system with the supports at center-to-center distances of 18 feet apart, deflection C, above, from the pipe's weight alone is 0.04 inches. Then HB is $2C + \frac{C}{2}$ or $2 \times 0.04 + \frac{0.04}{2}$ or 0.1 inches in 18 feet. If total piping run is 100 feet, then the proper gradient to get full drainage becomes $\frac{100}{18} \times 0.1$ inches or 0.55 inches in a 100-foot run.

To be sure the gradient stays the way you want it means keeping a check on pipe supports. These supports can be anything from a simple single hook or standard ring-and-bolt hanger to pipe-roll stands or adjustable spring hangers.

A rough rule of thumb for ample pipe support for the ordinary piping system is to place the supports at intervals of about 10 feet, much more frequently than pipe weight alone requires. The exact spacing you can get from piping manufacturers. Remember, every time you put in a valve or some other heavy pipe fitting you are adding to the loading and extra supports are probably in order. In fact, it's good practice to put normal pipe supports close to the valves.

Fittings Are Important

Next to the basic considerations of pipe materials, sizing and gradient is the selection of the pipe fittings.

These are the all-important connecting links in every piping system. They join lengths of pipe into continuous lines or turn them at various angles to fit piping to your building or equipment. What's more, they can be used to reduce or increase the size of pipe ends, divert or divide flow, combine or return it.

Pipe fittings include elbows of all descriptions, tees of every type, crosses, Y bends or laterals and return bends (Fig. 3). Elbows are used to make angle turns in piping. They are designated by their angles, such as 90-degree, 45-degree, and so on.

Fittings are made in the same variety of metals as valves and come in corresponding classes. In addition, they are made with the same end connections as valves and in all standard pipe sizes. So you can fit them in almost any spot in your piping system.

These fittings can be welded or screwed with welded fittings received usually for high-temperature duty but they can fit in for general-service installations. The screwed joint (threaded male and female ends screwed together) is the most common method of joining pipe. A high degree of standardization is maintained in

(Continued on page 64)



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TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the drycleaning industry.

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**Who performs maintenance
Who's responsible for
maintenance**

**What tools are needed
Schedules for regular care
Records and reports**

**Wage incentives for main-
tenance crew**

Lower production costs

Less supply loss

**Reduced power, light and
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**Effect on employees and
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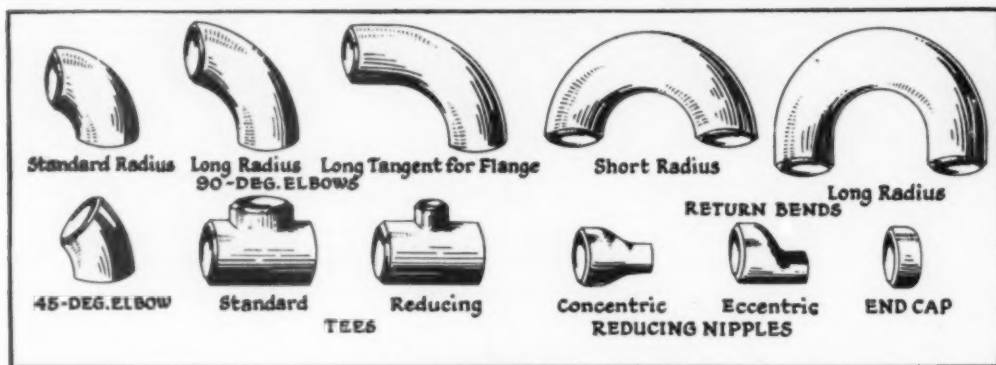


FIGURE 3

(Continued from page 60)
threading of piping materials, as American Pipe Thread Standards guide the entire piping industry.

Making up a threaded joint represents no major problem. The first thing to do is to wipe both male and female threads clean because dirt can make a good fit impossible. Use wire brushing (Fig. 4). It is especially good where threaded pipe has been exposed to the weather. Running a tap or die over the thread usually straightens damaged threads and assures a good metal-to-metal joint.

Follow this up with a good thread lubricant or "pipe dope" (Fig. 5). Put it on the male threads only. This way there will be no excess squeezed into the pipe to wind up in valve seats or other equipment.

Start the joint by hand. If threads seem to engage "right" turn it up as far as it will go. Further turns with a wrench will complete the job.

Be careful with the wrench, however. Never use an oversize one because the temptation is always there to "lay on the joint." Too much pull, especially with valves, raises hob. Don't try to run all the male threads into the joint. The lead of the die always leaves a few imperfect and unusable male threads. These you can leave exposed.

The second part of this article will discuss the effect

of fittings and valves in your piping system, how they affect pressure loss, and why they go in, in the first place. # #

GLOSSARY

Engineering terms used in above article

Pitch—For piping this means the angle that the pipe line slope makes to the horizontal.

Pipe gradient—The least pitch you can give a pipe filled with water and yet permit it to drain completely. To measure pipe gradient, take the vertical distance from the horizontal that a unit length of pipe slopes, depending on its weight, to just permit drainage. Manufacturers' tables assume the pipe is full of water.

Condensate—When steam cools down and returns to water it is said to condense and the resulting water is called condensate.

Water hammer—Whenever a slug of water condenses in a steam pipe because of poor pipe gradient, pockets, etc., any steam flow passing over this slug can pick up all or part of the heavier water and propel it at the speed of the moving steam. When the steam makes a turn in piping or passes through a pipe fitting so that its velocity is upset the heavier water smashes into the pipe bend or fitting with a solid, hammer-like blow, hence the name water hammer. The faster the steam moves, the more severe the effect of water hammer.

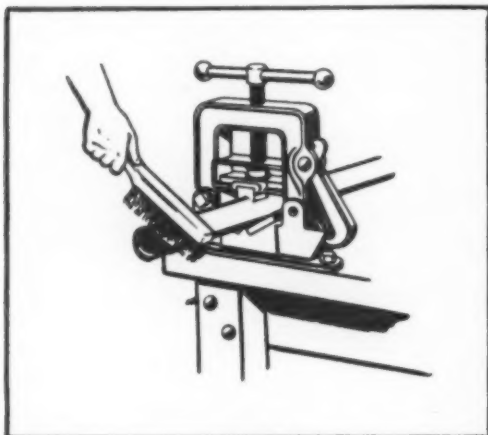


FIGURE 4

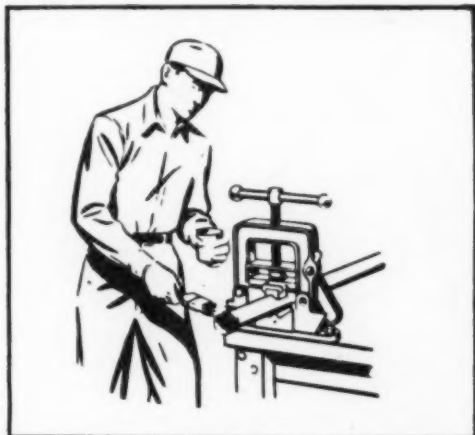


FIGURE 5

Planning a Storage Vault FOR **FURS** *and* **WOOLENS?** *It's a Good Idea!*



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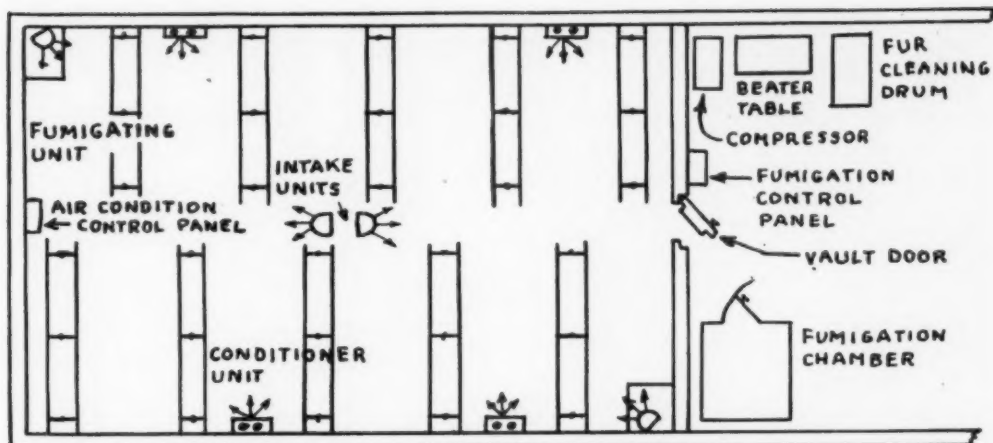
1 case (4 gals) Per Gal. 3.75
5 cases (20 gal) . Per Gal. 3.55
5 gal. can Per Gal. 3.45
15 gal. drum Per Gal. 3.35
30 gal. drum Per Gal. 3.25
55 gal. drum Per Gal. 3.15

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TYPICAL VAULT LAYOUT shows position of racks and conditioning units. Note handy location of other equipment just outside vault door
Courtesy Reliable Fur Storage Equipment Co.

How To Handle Vault Racks

Storage for the Drycleaner, Part III:
 Layout, identification, record systems

by JOHN J. MARTIN

THERE IS NO ONE LAYOUT of garment-hanging equipment that can be fitted to any and all storage vaults. The dimensions of the vault itself—whether it is low and wide, high and narrow, or square—will determine just how much equipment can be installed and how it will be arranged. However, there are some general rules that the drycleaner should keep in mind as he considers the vault layout problem.

First, in figuring capacity, allowance must be made for posts, beams, piping, aisles and entryways. Often this is not considered; a cubic-foot basis is used, and the result is an overestimate of garment capacity.

Capacity, then, should be figured from a linear measure of the number of garments that can be hung per foot of rail. The NICD recommends that suits be hung 6 or 7 to the foot, fur-trimmed coats about 5, and fur coats 3 or 4. If more than these numbers are hung on each foot, the garments will be crushed and will not get the proper amount of circulating air.

The spacing of garment rails is very important. Putting in the greatest number of garments is not the only consideration. Air circulation, fumigation, ventilation and accessibility of aisles must also be taken into account.

In vault layout, it is best to avoid excessively long aisles, but if used, they must be 36 inches wide. Otherwise there is a possibility of pulling or tearing sleeves or shoulders in pushing through with an armful of coats. Also, it takes longer to locate individual garments in long aisles.

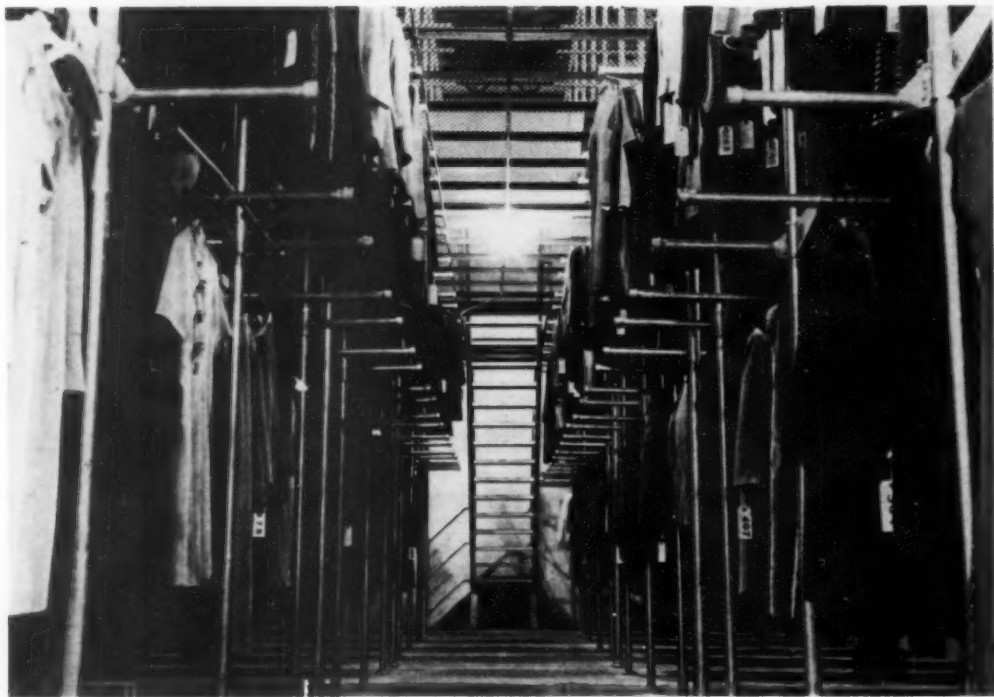
Capacity can be increased—often up to 10 percent—if short aisles are used, and spaces closed up.

Some authorities recommend a 6-inch space above and below the racks for air circulation, but the fire underwriters state that these rack-to-floor and rack-to-ceiling spaces shall be 12 inches—and they will rate accordingly. The insurance people also require main aisles to be at least 3 feet wide between garment rails. Side aisles branching from main aisles are to be 2 feet wide between garment rails. Any compromise of these three rules for added capacity will, of course, result in higher insurance premium payments on the entire vault.

The racks themselves should be of welded construction. Cheaper riveted racks can be used, but will loosen up after a time. A stronger, more rigid welded rack is well worth the price difference.

Most standard uprights from the floor are 1½-inch iron pipe. The rails are 1¼-inch standard iron pipe. It might appear that one-inch rails would make installation costs lower, but this isn't the case. Thinner rails require more and closer upright pipes to prevent sagging, thus the cost of additional 1½-inch uprights about equals the saving in the cost of smaller hanging rails.

For a two-tier vault, the minimum ceiling height is 11 feet. However, it should be 12 feet if possible, and an extra foot or two at the top and bottom give more liberal space for air circulation when fumigant fumes are removed by ventilation. Clearance between



WIDE CENTER AISLE in two-tier vault; narrower side aisles branch off. Shadows in side aisles show when lights are not turned on; lights can be controlled for different sections. Note steel-grating floor of higher vault section above

top of coats on a lower rack and bottom of coats on an upper rack should be 12 inches.

Modern vault fixtures permit a great deal of flexibility in layout. Most are fitted with adjustable ceiling flanges of the screw-jack type. No threading is required, and a wrench in the hands of a good mechanic will assure proper and safe installation.

This flexible construction makes movement of the equipment an easy task. In some cases, the entire garment-hanging assembly can be taken down and moved to another building in as little as one day. This same construction permits the aisles to be closed up if necessary, giving greater capacity.

Proper lighting should consist of a system that permits illumination of aisles and sections without lighting the entire vault. One vault has a system of spotlights down a center aisle that shine into side aisles. Each spotlight is individually controlled from a central panel. Other vaults operate with direct overhead lights in each aisle, again controlled individually.

It might be well for the drycleaner, before putting in racks, to consider the problem of dust caused by the concrete drying process. He might investigate the rubber-tile flooring now on the market which will prevent this condition.

Rack Identification and Records

The problem of rack layout in the vault naturally brings up a consideration of identification of the garments hanging on those rails, and the related problem of storage records.

Many plants assign different racks to different

drivers or stores in order to keep all storage for the route or store together. Others keep garments in numerical order of receipt sequence.

Either way, an alphabetical filing system is desirable to quickly locate the rack holding any garment. Then, a marker on each set of racks should give the first and last number of the orders hung there.

There are many and varied record and receipt systems in use today. There are almost as many as there are fur vaults, each fitted to the needs of the individual operation.

Most systems involve a lot of paperwork—and a lot of paper. For example, if a 5,000-garment vault issues a certificate to each customer, and then retains triplicate records, that's 20,000 pieces of paper kicking around the plant at one time or another.

It is hard to eliminate the necessary forms from these detailed record systems, and the best plans do not attempt to cut out pieces of paper. The more successful systems are those that best organize the processing of forms in the plant.

At one plant garments, accompanied by the driver's call tag, move directly to the fur department for marking, identifying and entering. An invoice is made out in quadruplicate, and a 3-by-7-inch manila envelope is provided for each order.

The face of this envelope carries the name and address of the customer, the invoice number, description of the garment, valuation, storage and cleaning charges, and the repair charges if any repairs were ordered when the garment was accepted. At the bottom of the envelope face are listed the defects of the

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FURS PROPERLY SPACED apart on racks for air circulation, no crushing. Note also adequate spacing between upper and lower tiers

garment, either of lining or fur. Estimates are written on the reverse side for any possible repair work.

The coat moves on to be cleaned or stored, and the envelope and invoice go to a typist who puts the number of the assigned storage-receipt certificate on the envelope.

This receipt and the three carbons have distinct uses. The original goes to the customer, while the second copy moves to an alphabetical file in the storage department. The third copy is kept in the manila envelope, and the customer signs this when the garment is delivered. It is then brought back and matched with the fourth or file copy as a permanent record.

Another System

One laundry uses a five-part ticket for handling storage records. Measuring $5\frac{1}{2}$ by $12\frac{1}{2}$ inches, the sections are separated by perforated lines.

When the garment is picked up by the driver, he fills out the entire ticket in the spaces which call for a description of the garment and the customer's name and address. He signs and dates the "customer's receipt," tears off this bottom card, and gives it to the customer as her sole receipt. On the reverse side of this part of the ticket are the conditions under which the garment is accepted for storage.

The remainder of the ticket goes to the plant with the garment. Garments requiring work (cleaning, repairing, altering, etc.) before storage are written up on a white card, while store-only orders are written on a pink ticket.

When the garment goes into the vault, the two parts of the ticket marked "seal of protection" and "certification" are slipped over the hanger through a reinforced hole in the seal. On the reverse side of the seal are spaces for the customer name, address, vault and rack number.

The two remaining parts of the ticket go to the office for checking and for figuring of the total charges. Returned to the storage files, they are held until delivery is requested.

The smaller of these two parts is the driver's "charge" to make sure that the garment is part of the

load on the scheduled delivery day. It is his notice of delivery.

Attached to the outgoing bag is the larger of the two remaining parts of the storage ticket. This is the driver's receipt, and must be returned to the plant after being signed by the customer as she accepts her garment.

On the reverse side of the receipt section are spaces to note the condition of the garment when originally accepted.

There are two schools of thought on the subject of temporary receipts. In the negative, some authorities claim that this device adds too much to the already heavy burden of paperwork. It would be better, they state, to enable the routeman to complete the transaction on the spot, clearing up inspection and repair data at the plant later.

Those who favor the temporary receipt especially like the chance to completely inspect the garment



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before finally contracting for storage. They also claim an advantage in a repair-selling call-back by the route salesman.

One cleaner we know uses a temporary receipt but primarily for a sales reason. The route salesman leaves the receipt, and instructs the housewife to fill it out at her own leisure—in her own handwriting. When he returns at a later date, he takes the garments and a carbon of the original retained by the customer.

This cleaner feels that in almost every case, as the housewife searches through the closet, she finds extra garments to be stored. There is no rush, and the customer is not asked if she will send; just *how much* will she send.

In addition, there can be no argument about what was sent and what was not. A receipt in her own handwriting must be undeniable proof to the customer. There may be some argument about the use of temporary receipts, but of those used, this type seems to be one of the best.

Some plants use a block-out carbon system to facilitate the handling of multiple-garment orders. Others have their forms bound into route or rack books. There are varied ways of handling the varied forms through various clerical processes.

Safeguards Against Claims

But there is one characteristic in which all the systems are alike. All are designed to assure safety. That is why it is so hard to eliminate paperwork and consolidate systems into less detailed affairs. The examples described above are entirely different in their approach, but their aim is the same.

The first attempt at safety comes with the almost universal "Certificate," or impressive color-printed receipt that is given to the customer. It includes the conditions under which the garment is taken for storage. It should be complete in every detail of condition.

Most important of these conditions, and one that should be pointed out by the routeman, is the limitation of liability.

Storage charges are based on the *declared* value of the garment, the drycleaner taking a percentage of this value in return for his storage service. Many customers, in order to get a cheaper price, deliberately undervalue the garment. They do not understand that if the coat is lost, only the declared value may be claimed. Actual value means nothing if the coat was



TAG BOARDS AT END OF RAIL mark racks in this vault. Note that garments on upper rack are tagged at bottom so they can be read from floor

STORAGE CONDITIONS

- (1) The goods described on the reverse side hereof are being placed in storage for protection against moths, fire and burglary.
- (2) The valuation shown on the reverse side hereof or the actual value of the goods whichever is the lesser, is the maximum amount for which we can be liable to you in the event of loss or damage to such goods.
- (3) Your acceptance of this receipt and failure to make any claim in writing within five days thereafter shall be conclusive evidence that you accept these terms and conditions. Likewise, the failure to make any claim in writing within five days from the date of delivery of the goods to you shall be conclusive evidence that we are under no liability to you.
- (4) In the event of loss or damage, at our option, we may repair or replace the goods or adjust in cash such loss. We have no liability for fading colors.
- (5) We are not liable for loss or damage arising from strikes, lack of fuel, the products necessary for refrigeration or other causes beyond our reasonable control.
- (6) Unless the goods herein mentioned are withdrawn and the charges thereon paid before the expiration of two years from the delivery to us, we shall have the right (notwithstanding any provisions of The Warehouseman's Lien Act) to sell the same or some part thereof either by private sale or public auction, either with or without notice, to pay charges for storage and/or any other charges against you or the goods stored and all costs, charges or expense shall form a first charge on the goods sold.
- (7) Winter storage is for the period from 15th March to 1st December following:
Summer storage is for the period from 15th September to 1st June following.
Price stated on reverse side is for one season only.
If goods are left in storage after close of season an additional charge of 2% of the valuation with a minimum charge of 75c. per garment will be made for each additional season or part thereof.
- (8) These conditions contain the whole contract existing between us and may be altered only with the written consent of our office manager.

CONDITIONS FOR ACCEPTANCE of garments are storage contract; usually printed on back of customer's receipt

undervalued, and the liability of the vault operator is limited to the value stated by the customer when she sent the coat.

The courts, however, demand more than just the printing of this condition on the receipt. In many cases they have ruled against the vault operator because this condition was not "brought to the attention" of the customer. Headaches, and pocketbook aches, too, can be eliminated if the route salesman is instructed to specifically point out this important condition to the storage customer.

All record systems, as another safety measure, should provide a place for noting the condition of the garment *when accepted*. The garment is out of the customer's hands for many months and often the vault operator is accused of inflicting damage that was done before storage. Some countersigned recognition of original damage should be part of every storage contract.

This subject of safety—of protection for the drycleaner—leads to the important subject of inspection. When and how to inspect, as well as the steps necessary to prepare for delivery, will be discussed in the next article on storage for the drycleaner. # #



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For December, 1951

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There Will Be Enough!

A look at what's ahead for
drycleaning equipment in 1952

by **PETER B. B. ANDREWS**

*Economist, Future Sales Ratings
Economic Adviser, Sales Management Magazine*

OUTPUT OF DRYCLEANING EQUIPMENT is expected to be at least as large in 1952 as in 1951, in spite of restrictive Government regulations and shortages of raw materials. This forecast by the Board of Analysts of Future Sales Ratings assumes a showing of ingenuity and resourcefulness as suggested below.

Based on materials likely to be obtained by drycleaning equipment manufacturers and on the probable demand, the writer and his 300-man board of economic advisers give a very high 1952 sales rating to this field.

An essential industry particularly in a military economy, with manpower short and with more and more women drawn from the home into defense jobs, drycleaning is considered vital by the Board because it keeps up sanitation, health, comfort and morale. Drycleaning supports the most efficient productiveness of the nation's workers.

The Board sees total possible sales of drycleaning equipment for 1952 as \$47,000,000, compared with

\$43,500,000 for 1951. That would be a gain of 8.3 percent. Only a part of this sales increase would be represented by price increases. The breakdown is as follows:

	1952	1951
Finishing Equipment	\$12,500,000	\$11,655,000
Package Cleaning Units		
(Synthetic and Petroleum)	8,250,000	7,580,000
Washers	5,150,000	4,850,000
Tumblers	4,000,000	3,700,000
Extractors	3,100,000	2,770,000
Miscellaneous equipment	14,050,000	12,900,000
	\$47,050,000	\$43,455,000

High drycleaning sales for 1952 are foreseen by the Board. It estimates a potential of \$1,390,000,000 for cleaning, dyeing, pressing, alteration, storage and repair of garments in shops, compared with an estimated \$1,372,000,000 for this purpose in 1951.

Greater Buying Power Seen

As 1952 wears on the Board expects the state of extremely high employment throughout the nation to take effect. With ever greater numbers of homemakers going into industry, family buying power is expected to rise. This should offset the reduction in individual buying power caused by the last bites by increased income and excise taxes. Meanwhile, the availability of drycleaning service will be a factor in maintaining demand for it, as contrasted with services or items with a lower degree of essentiality. This means simply that people with money to spend tend to buy those things right at hand.

The present lull in consumer sales is attributed to two factors. One is the post-Korean buying spree. The other is replenishment of savings by the public. People who save for emergencies shot their wads in the Korean "emergency." They are uneasy when in debt or without their customary cushion. As these bank accounts are restored and installment contracts are paid off, money is expected to be more free again.

Expect Improvement in Raw Materials

The Board feels the defense and overseas-help programs will move more slowly (assuming no major world war) than has been proposed, thus reducing the

The estimates in this report are based on the writer's survey among 300 Government and industrial economic experts who comprise the Board of Analysts of Future Sales Ratings. Each year they evaluate the sales prospects of the 100 leading American industries. In 1950 the Board proved 86 percent accurate despite the upheaval caused by the Korean crisis.

The utility and need for drycleaning form the solid base of their reasoning in this forecast. It is felt that whether it come by actual allotment, by appeals of essentiality, by effective use of substitute materials, or by combining all these factors, the output of drycleaning and pressing equipment will be sufficient to meet the industry's needs.

Potential sales and actual sales are carefully contrasted by the Board, however. The drycleaners are individually much better equipped now than at the beginning of the last armament splurge. Therefore, the coming year's sales will not constitute a seller's market.

Equipment will have to be sold. The drycleaner has to be persuaded that new equipment will save him actual man-hours or raise his productive efficiency. Labor remains the drycleaners' basic problem.

The Strong Soap Process

is

but its modern concept

is NEW

*In perfecting a new method
for testing the filtered Strong Soap
Solution after repeated use,
Street's chemists have removed
all the guess work formerly attendant
to the old Strong Soap Process.
Now you may easily determine
the exact concentration of your S.S.S.
at any given time.*

Now you may expect from every load

uniformly

HIGH PASS-UPS

LOW WET CLEANS

BRIGHT COLORS

WHITER WHITES

*Ask your jobber salesman
to arrange for a Street's field technician
to demonstrate the Strong Soap Testing Kit
as used with the famous Formula 886.*

Copyright 1951 R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6, Ill. S886-15

heavy drain on raw materials. The consensus of the Board is "no world war in the foreseeable future." Russia seems to have gone well past its strategic time for attack. By next spring we will be vastly stronger, tougher to fight!

Right now there aren't enough materials to go around. Some members of the Board blame this on poor distribution of these materials, also overstatement of requirements, which in the end are likely to be much smaller for many concerns than was expected.

Anxiety not to be caught short of raw materials caused the excessive orders. Some Board members expect a crackdown on over-ordering and multiple ordering. Also likely to loosen some raw materials is a drive by the Government on industry compliance. NPA recently set up a court to hear cases of alleged violations of its orders and regulations. It will decide whether materials or facilities have been used in a manner prohibited by NPA, whether allocation of materials was misrepresented or NPA orders or regulation were violated in any way.

However, raw materials were drained from stockpiles more than necessary. The majority of the Board feels the consumer durable goods output in the fiscal year 1950-1951 was far beyond anything that the United States economy could possibly absorb. The public, loaded to the eyeballs with the post-Korean scare buying, can't for the most part absorb more durable goods than are now being produced. Much of that scare buying would have taken place, normally, in 1952, 1953 or even 1954.

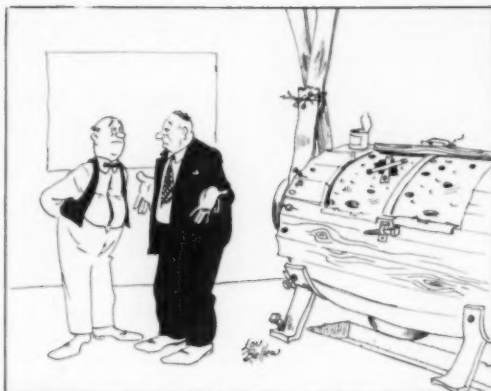
With the huge consumer durable goods industry of the country now producing at half the peak rate of the post-Korean period, raw material supplies must be greater.

Production Going Up

Meanwhile, capacity and output of critical materials generally are on the rise. In the next three years there will be some impressive expansion. The 1951-53 program calls for boosting steel ingot capacity 13,700,000 tons (about 12 percent). About 3,209,000 tons are due by July, 1952; 4,514,000 tons more within a year, and 1,346,000 tons more in 1953. The expanded capacity exceeds what the Board considers the capacity required by the armament program as it is now progressing.



"Why should we have a filter?"



"There's nothing particularly wrong with any of your equipment. It's just, well, tired . . . very tired!"

Copper is coming up, though it is by far the tightest of the three controlled materials. Current aluminum capacity is about 800,000 tons per year, with a planned increase of 500,000 tons, most of it by late 1952.

Meanwhile, it is indicated that we are importing almost three times as much iron ore as we imported before World War II, 50 percent more copper, ten times as much lead, eight times as much zinc, five times as much bauxite and twelve times as much aluminum. The Government has recently exempted from price control a number of industrial import ores and materials having strategic importance to the armament program. Moreover, in one recent month the Government signed 35 new mineral-project contracts in 14 states.

The Board doesn't expect overnight improvement in the raw materials situation. Distribution is expected to improve as American production ingenuity asserts itself. In any case, the amount of raw materials taken by the drycleaning equipment industry is very small in relation to the total—a fraction of one percent. It represents a minute percentage for so essential an industry.

Much can be done to stretch the materials allotted. Redesigning equipment and use of substitutes are already widespread and effective. Alloys and plastics are getting a wide play.

Industry Position Believed Favorable

The drycleaning equipment industry is viewed by the Board as able to get materials through appeals. Since the criterion of additional allotments of critical materials is whether denial will adversely affect public health, safety or welfare, the argument in favor of our growing population's need of drycleaning equipment appears a strong one.

While most members of the Board look for a fairly tight labor situation in 1952, some are confident that the labor supply will be ample for the high production contemplated under the Wilson Plan. That plan calls for industrial expansion to the point where national production will be able to provide for both civilian and defense needs.

This relatively optimistic view of the Board of Analysts for Future Sales Ratings recognizes that there will be many maladjustments within an industry. They only tell us the over-all picture looks good, despite extreme aggravations, for drycleaning equipment. # #

5-letter word for lower delivery costs...

M

More payload. America's most popular multi-stop delivery trucks give about twice the payload space of panels. You get more payload space for peak-load periods.



E

Easier deliveries. Every International with Metro body offers wide doors at front and rear, a low floor, and extra ceiling room to save driver time and work.



T

Truck construction. An International with Metro body is *all* truck. Its chassis cuts operating and maintenance costs. You get a lasting-quality Metro body.



R

Right size. Choose exactly the right model for your job from 6 models, 4 body sizes. GVW's—5,400 to 11,000 pounds; payload capacities—235 to 375 cubic feet.



O

***Overwhelming acceptance.** New Internationals with Metro bodies are better than models that held first place in multi-stop field 12 straight years. See 'em now.



*Metro. Registered trade mark of The Metropolitan Body Company, Inc., subsidiary of the International Harvester Company.



International Harvester Builds McCormick Farm Equipment and Farmall Tractors...Motor Trucks...Industrial Power...Refrigerators and Freezers

INTERNATIONAL HARVESTER COMPANY • CHICAGO

Internationals with Metro bodies for multi-stop deliveries offer super-specialization to fit your business, keep costs down. Available in 7½, 9½, 10½ and 12-foot body sizes, body capacities from 235 to 375 cubic feet, GVW's from 5,400 to 11,000 lbs.

INTERNATIONAL TRUCKS

"Standard of the Highway"

Adco Research assures Continuous Progress!

1937

The year "400" was created



1951

There is a big difference between the 1937 model and the new 1951 model automobile, just as there is a big difference between your *continually new* "400" then and now. Adco's program of constant improvement has assured "400" its place as the leader in the Dry Cleaning Soap field.

Adco research assures you, the "400" user, that your product has incorporated in it the improvements that time is sure to bring about.

"400" now as always, continually new!





1937 Cadillac, 140
Horsepower; 10 to 12
miles per gallon of
gasoline.



MCGRATH

1951 Cadillac, 160
Horsepower; 18 to 20
miles per gallon of
gasoline.



Contact your ADCO representative for information
concerning the charged system method of cleaning
with "400"—it's revolutionary.

400

Food for Fabrics

LIQUID DRY CLEANER

Adco, INC., Sedalia, Mo., U. S. A.
Manufacturing chemists since 1908



AT HEAD TABLE, left to right, front: Joe Needleman (bashfully hiding behind palms), Mrs. and Clyde Peabody, Tony and Mrs. Masciantonio, Mrs. and Jim Beck, Mrs. and Gales Shull. Back: Dr. Warren Mack, Dr. Pauline B. Mack, Mrs. and Henry Weisbers, Joe and Mrs. Beck, Mrs. and Meyer Mednick

Mednick New Pennsylvania President

by WILLIAM R. PALMER



GOODBYE, DR. MACK! Silver was recognition of 25 years' co-operation. Other silver recipients Joe and Jim Beck, retiring president and treasurer

SEVERAL FEATURES MADE MEMORABLE the fortieth annual convention of the Pennsylvania Association of Dyers and Cleaners. Foremost, of course, was the swan song of Dr. Pauline Beery Mack, who transfers her activity to Texas at the end of the current school year. After her 25 years of directing drycleaning research activities of the Ellen Richards Institute at Penn State, the Pennsylvania drycleaners are

going to sorely miss Dr. Mack's energetic cooperation and experience.

The wholesale cleaners had a part in the program, held October 25-27 at the Hotel Yorktowne in the neat Pennsylvania Dutch city of York. Chairmanned by Joe (Have-an-Olive) Needleman of Philadelphia and led by J. P. Ward, secretary of the Philadelphia association, the wholesale group reviewed a half-dozen questions of interest to them. The item receiving the most attention was the urgent need for developing vocational training for the drycleaning industry.

Crisp new dollar bills stimulated prompt attendance at meetings. The registration was \$20 for drycleaners, but at each of four sessions a dollar bill was handed back to every drycleaner who entered the meeting room before the gavel fell.

All in all, this fortieth meeting was one of the most smoothly run conventions we have ever attended. Every detail was cared for, the program was as nearly on time as humanly possible. Speakers, starting on time, were persuaded to finish on time by the

specter of retiring president Joe Beck slowly stalking from the back of the room to the stage as each speaker's time ran out.

John Reardon stimulated lively comment with his contention that "you don't have to be big." He described his own operation which has given him a consistent management return of over 30 percent during recent years on a volume around \$60,000 annually.

Clifford Ott of the Elite Laundry in Baltimore described the very successful advertising program conducted by that company that has resulted in consistent volume gains over last year.

On the same day George N. Graf, sales consultant, made a dramatic presentation on "how to be the best doggone sales manager in the business." Essentially, a sales manager mustn't lose sight of essentials, must be dramatic and enthusiastic, must remember the customer is the boss, and must keep pushing.

Dr. Mack's swan song was a joint presentation of the year's activities by herself and her staff, including Mary Dunn, Rita Koush, Ray E. Kourtz and Joe C. Sherrill. On this 25th "silver"

anniversary of the research program, a review of the whole program was also presented.

NICD's Hal LeRoy discussed "no-walk, no-talk, single-operator finishing units" with a visual presentation of the layouts as he described them. Involved were a silk unit, a pants unit, a coat unit and a split-rail assembly setup.

Two speakers let go a blast at the Federal expense and tax situation. Harold Howe, AIL's representative in Washington, after discussing the general defense picture for drycleaners, recited instances of flagrant waste in the Government. He was followed by W. C. Bullette, ex-president of Pennsylvania's Chamber of Commerce, who recommended pressure on Senators and Congressmen to refuse any further tax levies of any kind until the Government is thoroughly revamped in line with Hoover Commission recommendations.

The final session was a reflection of the attitude of drycleaners toward certain important phases of their business. There was very light attendance for talks on "Manpower Prospects" by F. M. Lepore of the state employ-



JACK CRANDALL sports lady's bonnet to dramatize a point by speaker Graf

Christmas 1951

Again it's Christmas! As we pay homage to the nativity of our Saviour, let us in our devotions rejoice and give thanks for the privilege of being free men—Americans—free to worship and to conduct our daily lives without fear of persecution. Let us preserve that heritage. Let us profit by the teachings of Christ to be charitable to our fellow men—let us pray for those who are burdened with the yoke of tyranny, for the sick and those in grief—for unity among nations and for divine guidance to our chosen leaders to work in harmony. Let us not forget to pray for those gallant men and women in our armed forces that their patriotism and sacrifices shall not be in vain. Ever onward, Christian soldiers!

INTERNATIONAL PAPER COMPANY

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ment service; on "Vocational Education" by R. T. Stoner of the department of education; on trade associations in the legislative field by PADC's attorney, C. N. Hafer, and on the unemployment law, by P. C. Moomaw, Interstate Tax Service.

Meyer Mednick of Philadelphia was elected president. Vice presidents are J. H.

Needleman, Norwood; N. R. Gummo, Williamsport; C. W. Peabody, Greenville, and A. A. Masciantonio, Jeannette. E. G. Shull, Jr., York, was chosen treasurer. W. J. Mooney was reappointed executive secretary.

Directors for 1952, selected by ballot in the various districts, are: Joseph E. Beck, Sunbury; Charles S. Lawrence,

Erie; Gordon Camp, Beaver Falls; H. J. Walzer, New Kensington; Harry Reicher, West Homestead; J. H. Marcus, Pittsburgh; H. B. Crooks, Bradford; Robert M. DeGaetano, Indiana; Max F. Smith, Clearfield; Fred E. Iverson, Altoona; Arthur M. Hower, Lewistown; Phillip Fromm, Lock Haven; George H. Post, Pottsville;

Henry Wasbers, York; Frank F. Filling, Lancaster; Seymour Lustig, Olyphant; John M. Yorgey, Reading; Charles P. Freyman, Allentown; Wilson Freedman, Jenkintown; Jack Roeborg, Harry Blumberg and Edward McKenzie, Philadelphia; Harry Epstein, Chester, and Lawrence Jacobson, Philadelphia. #

Group Sessions at Ohio Meeting

by LOU BELLEW

THE SMALL-GROUP SYSTEM was successfully adopted by the Ohio State Association of Dyers and Cleaners at its 37th annual convention, held Friday to Sunday, November 2-4, at Cleveland. At the featured sessions, held on Saturday, the delegates were divided into three groups. Each group spent hour-and-a-half periods in three different rooms to hear the talks on three different subjects, held simultaneously. The advantage of this system was indicated by the fact that most of the sessions wound up with a regular barrage of questions from the listeners, more eager to participate than in larger gatherings.

The session on "Finishing Procedures" was conducted by Charles Weaver of the NICD staff. Two members of the Ohio association, Don Strater

and Elwood Hopping, teamed up with Les Higgins, a Chicago insurance executive, to handle the session on "Administration Problems and Sales Ideas." The third session, on "Drycleaning and Spotting," was conducted by Charles Truxal, former NICD instructor who has just been appointed executive secretary of the Ohio group.

The meeting started Friday evening with a buffet dinner, followed by the showing of "After the Ball Is Over," the public relations film made by the Oklahoma association. Wage stabilization was discussed by a representative of the Ohio Chamber of Commerce, and the meeting wound up with a preview of Saturday's sessions by Lou Bellew of THE NATIONAL CLEANER & DYER (ably assisted by John Weaver



LEFT TO RIGHT, seated: H. R. Osborne (retiring president), H. E. Swigart, Carlton Schwan, Clovis Loudenslager. Back row: Jim Merritt (retiring executive secretary), Art Bryan, Del Olmstead, Don Strater, Charles Truxal

of R. R. Street & Co., Inc., at the slide projector).

At the Sunday-morning elections H. E. Swigart of Fairborn was chosen president, Carlton Schwan of Port Clinton vice president, and Clovis Loudenslager of Columbus treasurer. New directors are Art Bryan, Cleveland; Del Olm-

stead, Cincinnati, and Don Strater, Toledo.

Other business routine was taken care of Sunday morning, and by noon the convention had been brought to a shuddering halt by a not-too-comprehensive resume by Bellew. (A fine convention, in spite of its ending!) #



Cyclo

Concentrated Prespotter

America's favorite since the very beginning of prespotting, Cyclo comes to you in concentrated form which provides for extreme economy. Throughout the years there has been no successful attempt to imitate Cyclo for free rinsing, uniformity, safety to colors and stain removal. For the brushing of hem-lines and other tough brushing jobs Cyclo has no equal.

Picrin

For touch-up spotting

After finishing or pressing, small stains may appear which might have been missed in spotting, or they might be the result of unclean hands or brushing against a machine. Picrin is most adaptable to this use. It has quick acting solvent properties, and being unusually volatile, feathers readily without unduly marring the fabric. Safe to all dyes of average fastness.



Anolite

Base for making filter soap

By the simple process of mixing 45 gallons of pure solvent with 9 gallons of Anolite in a standard drum, you make 54 gallons of the finest filter soap in current use at a saving of approximately \$30.00 for each 54-gallon drum you make. This mixture may be used either dry or in moisture stocks in the same proportions on which you have standardized for conventional filter soap.

Blendsol

America's favorite filter soap

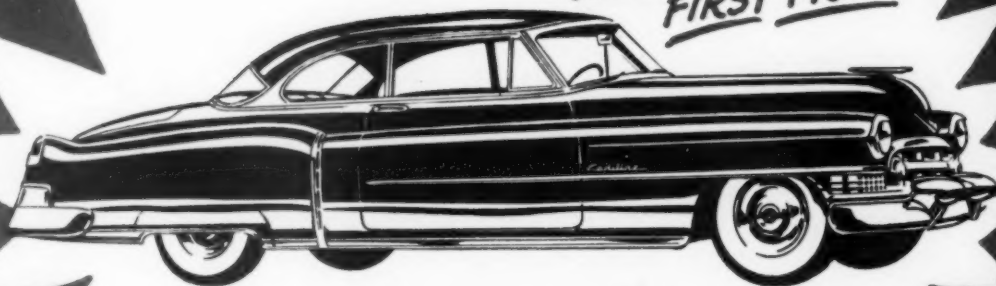
Skillful mixing at the factory relieves the busy operator from the inconvenience of preparing dry stocks. Blendsol is ready for use, just as it comes from the drum. The components selected for emulsification and homogenization also provide for the making of outstanding moisture stocks which in turn disperse into a finely divided colloidal state in washer solvent.

NOW! MORE REASON THAN EVER TO MODERNIZE

YOUR LETTER CAN

a 1952 CADILLAC

**YOURS AS
FIRST PRIZE**



TOPS IN VALUE ... SINCE 1905



Hoffman

U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

WITH **HOFFMAN** EQUIPMENT

WIN FOR YOU—



• 1952 OLDSMOBILE



• 1952 CHEVROLET

in **HOFFMAN'S**
"Here's Why I Bought"
CONTEST

YOUR HOFFMAN REPRESENTATIVE HAS FULL
DETAILS. ASK HIM ABOUT THIS BIG, EASY-TO-
ENTER CONTEST THAT'S OPEN TO ANYBODY BUY-
ING HOFFMAN Drycleaning, Laundry or Pressing Equipment



A. I. L. Convention Features Sales

SELLING WAS THE THEME of the 64th annual convention and exhibit of the American Institute of Laundering, held October 19-21 at Chicago. A note of optimism about the industry's prospects in the coming year was sounded by AIL President Martin B. Romeiser in his opening talk.

Self-improvement and enthusiasm as means to better selling were emphasized by the first speaker, Edward J. Hegarty, a sales training executive. A diversion from the selling theme was a talk on Korean conditions and our foreign policy by U. S. Congressman Alfred D. Sieminski, who is also vice president of Brunswick Laundry in Jersey City, N. J.

The Saturday morning conference on sales management was opened by William E. Mercer, manager of AIL's sales and advertising department, discussing the third consumer survey of the family laundry market jointly sponsored by the AIL and Procter & Gamble.

Announcement of awards in AIL's laundry advertising contest followed. The top winner in the contest among laundries using advertising-agency services was Dates Laundry Service, Inc., Kenmore, N. Y. In the competition for laundries which prepare their own advertising campaigns the first prize went to Ideal Troy Laundry & Drycleaning Co., Peoria, Ill. The Laundry Institute of Cleveland won first prize for cooperative advertising by laundry groups.

A comprehensive review of the AIL's new advertising materials was presented by Kenneth E. Lofgren, staff assistant for industry relations.

At the government-business conference on Saturday afternoon Harold Howe, manager of the AIL's Washington office, spoke about wage and salary regulations, warned of penalties for violations of ceiling prices, discussed government spending, and described the activities of his office. Both foreign and domestic

problems were discussed by Senator Everett Dirksen of Illinois, who expressed alarm at a trend toward more federal controls and urged businessmen to make their ideas known to government officials.

A sales-management conference on Sunday morning featured a report by Dr. W. A. Eggert, chief psychologist of Lumberman's Mutual Casualty Company, on the joint Lumberman's-AIL research on a Laundry Routemen's Personnel Test. Enthusiasm was again described as the most important ingredient in selling by Henri Foussard, president of Model Launderers and Cleaners, St. Paul, who explained how his firm successfully sold laundry and drycleaning together. Experiences in selling in a rural area were described by E. E. Bishop of Dothan, Ala.

Sunday afternoon was devoted to a laundry-management conference, with AIL staff members participating. Ralph Yonke, manager of the laundry department, described the operations of the plant at Joliet, while A. L. Christensen, manager of the production and engineering department, talked on ways to cut costs. Laundry tickets were the subject of James V. Scattergood, manager of the accounting and statistics department. William Bee, route sales supervisor, concluded with an account of the AIL plant's continuous training program.

In the course of the convention several awards were made. President Romeiser presented the President's Award of Recognition to Fred McBrien, retiring president, in recognition of his services during his two-year term. In recognition of his 25 years of service Albert Johnson, general manager of the AIL, was presented with a gift.

In addition to the usual social activities, special luncheons, dinners and receptions were held by various groups, including the AIL Alumni Club. # #



ASSOCIATION NOTES

New Canadian Officials: The Canadian Research Institute of Launderers and

Cleaners has announced the appointments of Ernest W. Finlayson as managing executive and James P. Williams as secretary-treasurer. Mr. Finlayson has returned from a position with a textile consultant firm in Boston to the CRI, of which he was previously general manager. Mr. Williams has been with the Institute since 1948, formerly serving as office manager. Both will be located in Ottawa.

H. Arrell McKelvey will be manager of the field service, working out of Hamilton.



ERNEST W. FINLAYSON



JAMES P. WILLIAMS



H. A. MCKELVEY



GORDON B. HENNING



D. D. WILLIAMSON

In addition to reorganizing the CRI staff, the board of directors has chosen new officers for 1951-52. The new president is Gordon B. Henning, general manager of Langley's Limited, Toronto, Ont., succeeding D. D. Williamson of Brantford (Ont.) Laundry Ltd. Marvin S. Aarons of Marvin's Limited, Saskatoon, Sask., is



J. ELDON HICKEY



MARVIN S. AARONS

first vice president, and J. Eldon Hickey, White Star Laundry Limited, Summerside, P.E.I., is second vice president.

Mr. Henning was president of the organization in 1946 and has also been a director. He is also a past president of the Eastern Canadian Launderers and Dry Cleaners Association, of the Launderers and Cleaners Branch of the Toronto Board of Trade and of the Lions Club of Toronto.

Mr. Aarons, elected a CRI director last year, is president of the Saskatoon Laundry and Dry Cleaners Association.

The new executive committee for the year will be Mr. Henning, Mr. Williamson, Director C. A. Wright, Mr. Finlayson and Mr. Williams.

At the directors' meeting plans for expanded services in 1952 were discussed. Colin H. Bayley, director of the Laundry, Dry Cleaning and Textile Laboratory of the National Research Council, Ottawa, outlined research activities to date and discussed plans for 1952, including laboratory expansion now under way.

#

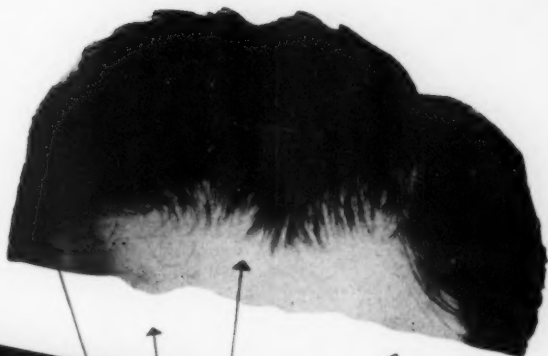
Rug Cleaners Convention Plans: An exhibit of rug cleaning machinery and supplies will be shown at the seventh annual convention of the National Institute of Rug Cleaning, to be held January 19-21 in Boston, Massachusetts. Among the subjects to be presented by experts in their respective fields are improved selling, better cost control, latest technical developments, effect of government controls, new trends in carpet construction, carpet trade-in activities, industrial relations, sales promotion ideas and television advertising for rug cleaners.

Entertainment will include cocktail parties, luncheons, the annual banquet, and special events for the ladies. A program of visits to outstanding rug cleaning plants in the Boston area has also been arranged.

#

Provisional Officers for NCA: The Neighborhood Cleaners Associations, a New York State association of retail cleaners, held its first board meeting on October 21 in New York City. The new association is composed of chapters which are local groups. At present members are the Neighborhood Cleaners Association

**If operating costs
make you see RED**

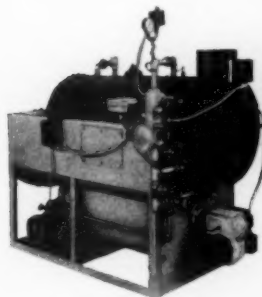


BOILER!

Look at your ledgers, then look at your boiler. If it's not producing a dollar's worth of steam . . . dry steam . . . for every steam dollar you spend, better change quick to a COLUMBIA HRT* Oil-Fired Boiler . . . Actual steam outputs, corresponding to the recommended firing rates determined by tests, prove that a COLUMBIA HRT* will give you more steam per dollar invested and more steam per dollar spent for fuel.

The combustion chamber is factory installed with especially designed refractory and insulation, keeping your heat loss to a minimum. And with your COLUMBIA, you'll enjoy low initial cost and minimum maintenance expense. It's an investment that'll make you money by saving you money . . . every day in the year. May we tell you how it meets your specific needs? Drop us a line, without obligation.

Qualified Dealers in Most Cities!



COLUMBIA HRT* OIL-FIRED BOILERS

Complete high pressure steam power plants from fractional to 15 horse power units for oil firing, suitable for any make of gun-type oil burner, adaptable to any type of feedwater system.

*Horizontal Return Tubular type

of New York, Westchester Cleaners Association and Schenectady Cleaners Association.

It is hoped that other local organizations throughout the state will join. Membership is limited to retail drycleaning plantowners.

Provisional officers were chosen pending elections early in 1952. Paul Marcus, New York City, was chosen president; Donald Berlove, Schenectady, executive vice president; Leonard Harris, New Rochelle, secretary; and Irving Golin, Brooklyn, treasurer.

The first task the Neighborhood Cleaners Associations will attempt is passage of a state bailee law providing for easy disposal of garments after 90 days. The job is expected to be difficult, since previous attempts have failed. The entire drycleaning industry, including chains, wholesalers, independents and tailors, will be asked to participate in obtaining passage of the law.

##

Connecticut Appoints Secretary: The Connecticut State Association of Cleaners and Dyers, Inc., has announced the opening of new offices at 1279 Main St., Hartford 3, Conn.



BERNARD GLASNER

The appointment has been announced of Bernard Glasner as executive secretary of the group. Mr. Glasner, who has had varied experience in organization work in New England, will cover the entire state of Connecticut in the performance of his duties.

The organization states that its functions are to serve as a clearing house for information that will help members formulate policies and operate more efficiently, and to create and help maintain a pattern of ethics and standards for the welfare of the entire industry as well as members of the association.

Officers of the group are Maurice Rottner, Hartford, president, and Edward Semer, Hartford, secretary-treasurer.

##

Clinic in Lubbock: About 85 drycleaners of West Texas attended the first of a series of educational clinics sponsored by the Dry Cleaners Institute of Texas. Held at Corcoran's Drive-in Cleaners of Lubbock on October 7, the clinic was conducted by the staff of the drycleaning courses at the Oklahoma A. and M. School of Technical Training at Okmulgee.

N.I.C.D. NEWS

Convention Preview: A series of panel discussions will be featured at the 43rd annual convention of the NICD, to be held February 7-9 in St. Louis, Mo. The exhibit will occupy approximately 25,000 square feet of floor space in the Kiel Auditorium. Most business meetings and conferences will be held at the Jefferson Hotel.

Local Elections: The Qualified Dry Cleaners Association of Fort Worth (Texas) has chosen the following officers for the new year: Ralph Miller, president; Clarence Sheppard, vice president; J. B. Ables, secretary-treasurer; Earl W. Jennings, sergeant-at-arms. Gene Hart is executive secretary.

Directors are J. G. Gavrel, John Taliaferro, Homer Stansberry, M. N. Shelton, Ray Greer, W. F. Cooper, P. R. McClinton, E. C. Brock, L. E. Gregory and Hubert Eatmon.

At the annual election of the Kawartha Division of the Dry Cleaners Institute (Ontario) A. H. Ellis, Lindsay, was reelected chairman, and Weldon Fanning, Jr., Peterborough, was chosen secretary-treasurer. Miss Mabel Gillen, Peterborough; J. Ender, Campbellford, and T. Lansfield, Peterborough, were elected to the executive committee.

At a reorganization meeting of the Bay of Quinte Division of the Dry Cleaners Institute (Ontario) W. H. Lynch of Belleville was elected chairman and I. Goldberg, Trenton, secretary-treasurer. A. Lloyd and W. T. Hutchinson of Belleville and J. S. Holpenny of Tweed were elected to the executive committee.

##

Cooperative Advertising: Francis W. Cleary, an active member of the Retail Dry Cleaners Association of Haverhill (Mass.), reports that the group is continuing its series of cooperative drycleaning ads in the local press. One of the most recent answers the question, "What Is Dry Cleaning?" with a description of standard procedure that includes the occasional necessity for using water to remove certain stains.

The Sarnia Division of the Dry Cleaners Institute (Ontario) is now publishing cooperative advertising twice a month. The half-page of newspaper space is devoted to the interests of the drycleaning industry in general, and carries the names of all members of the group. Payment is assessed on the basis of the number of plant employees.

##

Kansas Meeting: The board of directors of the Kansas Cleaners and Launderers Association met recently at the New Process Laundry in Emporia. Plans were discussed for a series of training conferences for cleaning and laundry executives in connection with the University of Kansas extension service.

Board members present were W. H. Reid, Wichita, president; Bert Cross, Wichita, secretary; C. J. Haas, Junction City, vice president; George Pottorff and Ralph Thomas, Wichita; Spencer Baltz, Emporia; Harold Miller, Newton; Jack Bates and Dan Blanchard, Kansas City; Harold O'Connell, Coffeyville; Harry Snyder, Arkansas City; A. T. Elam, Parsons, and Ed Elam, Lawrence.

In addition to panels on sales promotion and package plants, subjects for group discussions and solutions of individual problems will be government controls, employee selection and testing, cleaning room procedures, new fabrics, cost and accounting information.

(Continued on page 105)

The Strong Soap Solution is impractical without a method for testing

Do not be misled into thinking that your filtered Strong Soap Solution (S.S.S.) is not removed by sweetener powder.

Regardless of which soap or detergent you select, and regardless of which adsorptive sweetener powder you select, the sweetener adsorbs some of the soap as it adsorbs the fatty acids.¹

Fatty acids cause trouble

When you remove fabrics from a filtered Strong Soap Solution (S.S.S.) which has built up with excessive amounts of fatty acids you are headed for trouble.

Sweeteners reduce concentration of S.S.S.

If you attempt to remove the fatty acids with adsorptive sweetener powder you are certain to reduce the concentration of the Strong Soap Solution.

Working in the dark

Heretofore the Strong Soap Solution was impractical because you had no way of determining how much of the active ingredient had been lost. *It was impossible to determine how much fresh soap was required to compensate for the loss.* You worked in the dark, without the vaguest idea of how far you were from the original concentration.

New Testing Kit gives new concept to S.S.S.

Street's chemists have at long last supplied the missing link in the Strong Soap Solution. For the first time in the history of the dry cleaning industry you may purchase a cleaning-aid which is designed specifically for the S.S.S. and designed for use with a testing kit which determines the exact concentration of the S.S.S. at any given time. There is no more groping or floundering. *The S.S.S. is at last reduced to a scientific operation.*

Formula 886, now famous throughout the nation, not only produces unprecedented insoluble soil removal and whiteness retention, but of equal importance, its active ingredients may be titrated accurately in the S.S.S. with Street's new testing kit. At any given time you may determine with laboratory accuracy the exact

amount of fresh soap required to restore the S.S.S. to its original concentration.

"Just as good"...

"We always had it"...

While other manufacturers are scrambling frantically to imitate Formula 886 and the new Strong Soap Testing Kit, you may profit from Street's vast backlog of experience in supervising the use of 886 and the testing kit in hundreds of leading plants. There is no need for any costly experimentation on your part.

You will be approached with many claims of "just as good," or "we had it long ago." The fact remains that if anyone had it before, *they surely deprived the industry of its benefits by keeping it a deep, dark secret.*

It is equally significant that as this is written no other manufacturer has made the slightest pretense of offering the industry at large a kit or a technique for conducting an accurate *quantitative analysis* to determine the active ingredient in a used Strong Soap Solution.

Without this new method of testing the use of the Strong Soap Solution is impractical.²

A trained field technician is near you

Street's corps of field technicians is trained in all variations of the Strong Soap Solution. A technician is near you who will be pleased to demonstrate the revolutionary new Strong Soap Testing Kit. Address your request for free service to R. R. Street & Co., Inc., 561 W. Monroe Street, Chicago 6.

1. Reference in this paper to "sweetener" is restricted to the accepted commercial brands which remove soluble non-volatile matter from filtered solvent by adsorption. It is recognized that some less efficient alkaline products of the nature of soda ash are capable of removing some of the fatty acids without removing the active ingredient. Removal of fatty acids during filtration by saponification (rather than adsorption) usually results in excessive pressure.
2. The methods of using the filtered Strong Soap Solution referred to in this paper are those involving no separate rinse in volatile solvent, as practiced in the majority of plants. Full recognition is given to the decided advantage of the newer types of combination washer-extractors which make it practical to clean in a highly concentrated S.S.S. in one filter-tank assembly, and rinse in volatile solvent in another filter-tank assembly, without transferring the fabrics.

Signs of the Times
(Continued from page 18)

instruction in finishing both silks and wools, with proper procedure in use of a pressing machine.

The school points out that an increasing manpower shortage may make it advisable for other operators in a plant to learn to double as pressers, if necessary.

California Supreme Court To Judge: The Supreme Court of California has agreed, in response to a petition by the State Board of Dry Cleaners, to determine the

legality of the minimum-price clause of the state licensing law. It was ruled unconstitutional several months ago by the State District Court of Appeal.

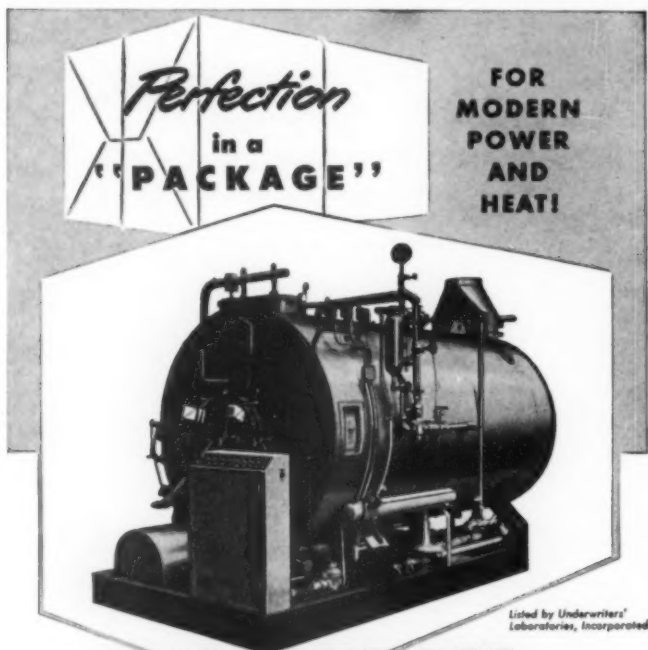
Meeting with OPS: At a recent meeting in Lubbock, Texas, 38 representatives of local drycleaning plants and launderettes conferred with L. R. Shaddix of the Office of Price Stabilization. The group discussed pricing provisions, moving and transfer of businesses, and how to make applications for price adjustments. Mr. Shaddix announced that the group had decided to hold further meetings with a view to closer cooperation with the OPS.

Public Service by Drycleaners: With an impressive record of civic service, Royal Dion, young owner of Dion Cleaners of Nashua, N. H., is now serving his first year as state deputy of the Knights of Columbus. He had previously served two separate terms as grand knight, two years as district deputy, and one year as financial secretary. Mr. Dion is also a past president of the Young Business Men's Club, past director of Nashua Rotary Club, chairman of Catholic Charities in 1948, of the March of Dimes in 1949 and of the Nashua Community Chest in 1951.

Paul J. Dahlen, owner of Kingston's Cleaners of Loves Park, Ill., has been elected president of the Loves Park Business Men's Association.

Lester Stone, operator of Swan Cleaners of San Francisco, Cal., has announced that he will clean free the uniforms of returned Korean veterans in the Sunset district of his city. Civic-minded Mr. Stone is president of the Judah Street Merchants Association and chairman of the "Missus Sunset" contest.

At a dinner held in New York City on November 1, Louis Motzkin of Rite Cleaners and Dyers was guest of honor of the Cleaners, Dyers and Allied Trades Division of the United Jewish Appeal. Mr. Motzkin was general co-chairman of the drive in 1950. General chairman of the 1951 campaign committee is Julius L. Kuffer of I. Wohl, Inc.; Max Denberg of Spotless Stores is chairman, and general co-chairmen of the division are Max Jacobs of Nu Boro Park Cleaners, Inc., and Sidney Paul of



The TICOSTEAM GENERATOR

Your individual power and heat requirements can be met with "tailor-made" precision when you specify TICOSTEAM. Complete and ready to go the moment supply connections are made, the TICOSTEAM Generator is available for light or heavy oils, straight gas fuels, or combination fuel, in capacities from 690 to 10,350 pounds of steam per hour. Write for descriptive Bulletin.

Designed for:

LIGHT OIL • HEAVY OIL
NATURAL GAS
MANUFACTURED GAS
BOTTLED GAS
or any combination of
these fuels

THE TITUSVILLE IRON WORKS COMPANY

A Division of

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TITUSVILLE, PENNSYLVANIA

Representatives in Principal Cities

Kent Stores, Inc. Chain-stores chairman is Julius Miller of Rand Stores, Inc.; David H. Litter of the David H. Litter Co., Inc., is treasurer, and Harry L. Braunstein of the Cleaners & Dyers Board of Trade is honorary secretary.

Other members of the executive committee of the division are Harry Beer, Colonial Dye Works, Inc.; Mack Davis, Andrew Newman, Inc.; Morris D. Ifischer, Leading Cleaners & Dyers; Irving Kleinfeld, Marvel Cleaners; Morris Koenig, Ajax Cleaners & Dyers, Inc.; Jacob Lichtenstein, I. Wohl, Inc.; Benjamin Lichter, Newman Dry Cleaning Co., Inc.; Abraham Lovitz, Prosperity Cleaners & Dyers; Benjamin Nelson, Republic Cleaners & Dyers; John Pardi, New Prosperity Cleaning Stores, Inc.; Irving Pearl, Reo Stores, Inc.; Frank Pecenek, Dean Cleaners & Dyers, Inc.; Isidore Rose, Rose Dye Works, Inc.; Paul Sirotkin, N. Y. Cleaning & Dyeing Co.; Stanley Simon, Tru Color Dye Works; Abraham Traube, Traube Cleaning Process, Inc.; and Jesse Weisman, Plymouth Cleaners & Dyers.

About 250 teachers from Batavia, Geneva and St. Charles, Illinois, were guests on October 26 of the tri-cities business and industrial establishments for the purpose of interchanging ideas, problems and methods which might be beneficial to education and commerce. Among the hosts for this third Business-Industry-Education Day was Illinois Cleaners & Dyers.

At a similar Business-Education Day program held at Elgin, Illinois, participants included Cramer's Master Dry Cleaners.

One of the prizes in the Marengo (Illinois) Farm Products Show was donated by Dusenberry Cleaners, while Nu-Way Cleaners contributed to the annual Corn Day of the Kiwanis Club of Carmi, Illinois.

Lemont (Illinois) Cleaners and Dyers lent the use of its plant for the bake sale sponsored by the Southwest Property Owners Improvement Association of that community.

##

Identification File in Connecticut: While in many communities drycleaning plants and laundries have voluntarily filed their identification marks with the police, Connecticut has become by action of its last legislature the first state to make such registration compulsory. State associations in both industries have cooperated in the drawing up and passing of the law, which is expected to be of great help in criminal investigation as well as in identification of disaster victims.

##

Woman's Page Features Swan Consultant: A recent Sunday issue of the Columbus Dispatch featured an interview with Mrs. Helen Jones Rea, who directs public relations for Swan Odorless Cleaners of Columbus,

Ohio, and acts as drycleaning consultant to the firm's customers and the public at large.

The theme of the interview was an appeal for informative labeling, a subject emphasized in Mrs. Rea's talks to local clubs on "Miracle Fabrics and Their Care." The newspaper article described some of the problems that arise, both for the drycleaner and the user, when a new fabric is introduced, and gave suggestions for clothes care.

##

Cleaning Expert Gives Advice: Members of the Philos Club of Hamilton, Ontario, recently heard an informative talk on drycleaning problems by Ernest Finlayson, managing executive of the Canadian Research Institute of Laundry and Cleaners.

YOUR BEAT-UP OLD FLOOR MACHINE CAN



WIN

\$500

in CASH PRIZES

Nothing to buy! Nothing to write!
NO OBLIGATION!



To celebrate our 25th Anniversary we are conducting a search for the oldest floor, rug or carpet machine that is still in regular use. Your old machine may be the winner! Enter it NOW, subject only to these Rules of Contest:

1. Any make or model of floor, rug or carpet scrubbing machine is eligible for prizes if it is currently in regular use, daily or weekly.
2. To determine the age of any machine entered in this contest, the serial number will be submitted to the manufacturer, and the date assigned by him will be accepted.
3. A first prize of \$500 will be awarded for the oldest floor machine. In addition, eight consolation prizes of \$25 each will be awarded for the eight next oldest machines.
4. All entries must be postmarked no later than Nov. 30, 1952. Prizes will be awarded on Dec. 15, 1952.
5. Duplicate prizes will be awarded in case of ties.



25th

ANNIVERSARY
CELEBRATION
CONTEST
ENTRY BLANK

HILD FLOOR MACHINE CO.
740 W. Washington Blvd., Chicago 9, Ill.

Here is our entry in the Hild Contest.

Make..... Serial No.....

Name.....

Address.....

City..... State..... MCD-12



INTRODUCING
SOMETHING NEW . . .
SOMETHING OUTSTANDING

"The CONVAIR"

Converts any make, any model Foot Press
 to a fast, efficient Air-operated Press!

SAVE ★ **SAVE** ★ **SAVE**
TIME ★ **LABOR** ★ **MONEY**

SOLVES MANPOWER SHORTAGES

Installation is simple—The CONVAIR attaches in two hours



MODERNIZE your plant now . . .
 for only \$300 your Foot-Press
 becomes an easy working, production-
 increasing, Air-operated Press—praised
 and liked by both male & female pressers.
 Increase your profits, your quality
 and keep your pressers happy



Mail this coupon today
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 Catalog, Price List
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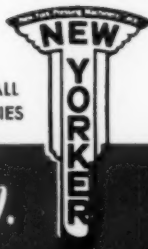
CONTACT YOUR NEAREST DEALER
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NCD 12-51

"BUILDERS OF SIXTYN PRESSING MACHINES FOR OVER 40 YEARS"

New Adco System

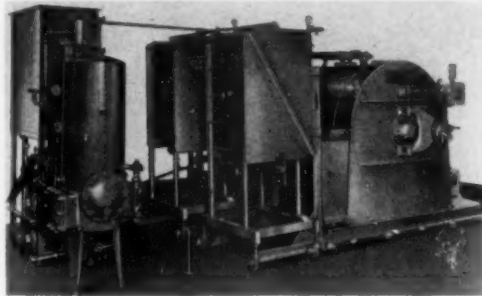
After extensive laboratory and plant tests, Adco, Inc., has developed the Dri-Sheen Charged System Method of Cleaning. In the Dri-Sheen Method the system is charged with $\frac{1}{2}$ of 1 percent Dri-Sheen, which stays in the system, going through the filter. According to Adco, this enables the drycleaner to improve quality, cut down on wetcleaning, reduce spotting and yet have perfect operation in the equipment.

Adco claims that the Dri-Sheen Process gives maximum cleaning results with less actual running time and with the same ease on the filter given by conventional filter soap. It is further claimed that the Dri-Sheen Charged System gives five times more soap in the solvent at all times, giving additional lubrication and soap action and a higher percentage of soil removal.

After the system has been charged with Dri-Sheen a stock solution of Adco's "400" is used to introduce moisture into the system for those garments that require it. No additional equipment is required to use the Dri-Sheen Process.

Further information may be obtained by writing Adco, Inc., Sedalia, Mo., or from local Adco representatives.

American Introduces Truclean Unit



The outstanding feature of the Truclean Dry Cleaning Unit, manufactured by The American Laundry Machinery Co., is said to be Stoddard-solvent cleaning with a soap solution 5 to 50 times stronger than has previously been possible without prohibitively high labor and soap cost. Incorporating automatic two-bath operation, the Truclean Unit cleans, extracts, rinses and extracts in one straight-through automatic cycle. Load capacity is 105 lbs., American states, and 150 lbs. of three different classifications of work can be cleaned per hour, without soil redeposition.

Two separate 300-gallon sol-

vent baths, each filtered at the rate of 100 gallons per minute, are used alternately in the washer. There are two separate filter circuits, one for the wash bath, the other the rinse bath.

The Truclean has two underground circulating tanks, one in each filter circuit. Each separate bath flows to its respective circulating tank by gravity. Two filter pumps pick up the solvent baths from the circulating tanks. Each separate solvent bath is thus on continuous filtration, either through the washer or its own by-pass back to its respective circulating tank.

Continuous distillation, at the rate of 60 to 70 gallons per

hour, maintains uniformly low soap and soluble-soil content of the rinse bath, according to American, and the still requires no attention between starting and shutting down. Filtered rinse solvent only is fed to the still from the rinse filter outlet. Distilled solvent is then returned to the rinse-bath circulating tank, continuously diluting the rinse bath and keeping the rinse solvent uniformly "sweet." Due to the effective rinsing, tumble drying and deodorizing time can be reduced to 15 minutes or less, it is claimed.

Filters are of a new design, with solvent inlets at the bottom and outlets at the top to assure a perfect filter precoat. The filter precoat serves for 50 or more loads of cleaning, and can be easily removed from the filter leaves in dry form. A completely equipped service unit includes still and condenser, moisture absorber, service pump and a three-compartment tank with water separator and make-up compartments for daily measurement and addition of soap-charged wash bath makeup.

For further information on the Truclean Dry Cleaning Unit, write American Cleaners Equipment Company, Division of The American Laundry Machinery Co., Cincinnati 12, Ohio.

Kohnstamm Celebrates 100th Anniversary



At a dinner held October 18 in Brooklyn, N. Y., 269 members of H. Kohnstamm & Company, Inc., celebrated the company's hundredth anniversary. The first of several re-

gional dinners, the Brooklyn gathering was attended by officers and employees of the firm living in or near New York.

Louis J. Wolf, president of Kohnstamm, spoke briefly on

the early history of the company which had a small beginning in 1851. He paid tribute to all members of the organization, past and present, who had cooperated in the de-

velopment of the business to the point where it now manufactures products used throughout the United States and in many foreign countries. He added that while the staff

could be justly proud of the company's long record of service, the future is of far greater importance.

A feature of the dinner was the award by Mr. Woolf of service buttons to personnel who had completed five or more years of service, including a number of 25-year and 50-year insignia.

Pennsalt Appointments

Frank J. Kelly has joined Pennsylvania Salt Manufacturing Company's Laundry and Dry Cleaning Division as sales-service representative in New England; it has been announced by J. Stanley Hall, manager of sales.

Mr. Kelly, who lives in South Portland, Me., has been assigned to a portion of the New England territory, principally the state of Maine. The company's Philadelphia office will be his headquarters.

A native of Trenton, N. J., Mr. Kelly comes to Pennsalt after a number of years in actual plant operation as well as in sales work in the laundry and drycleaning industries.

Mr. Hall has also announced that McGoun Chemicals of Montreal and Toronto has been

appointed distributor for the complete line of Pennsalt's laundry and drycleaning products in Ontario, Quebec and the Maritime Provinces of Canada.

Cliff McGoun, head of the company, is well known to Canadian laundry operators. He has been closely associated with Pennsalt since the introduction of its laundry products in Canada by Canadian Industries, Ltd., in 1928.

International Paper Change

The board of directors of International Paper Company, New York, has announced the resignation of Malcolm G. Chace as a director of the company and the election of Malcolm G. Chace, Jr., to the board to fill the vacancy created by his father's resignation.

A director of International Paper Company since 1922, Mr. Chace served for many years as a member of the executive committee of the company.

Malcolm Chace, Jr., is president and director of Berkshire Fine Spinning Associates and a director of Rhode Island Hospital Trust Company, Narragansett Electric Company and Manufacturers Mutual Fire Insurance Company of R. I.

Butler Clinics Introduce New Equipment



AT KANSAS CITY, left to right, seated: Barrett Latner; James Johnson; Harley Blake; John Tipps; Jack Godfrey; William Neilson; Bart Quirk. Standing: William Lyon; Noel Cooperider, assistant sales manager; Thomas Eads; William Griffith, sales correspondent; Harman Partin; Donald Holtgraves, sales correspondent; Fred Pettit, sales supervisor; Glen Lyon, service manager; George Hanel; Burrill O. Gottry, sales manager; Milton Needham; J. S. Henderson, sales supervisor; Carol Smith; Herbert Yates, assistant sales manager; Charles Foster, advertising; N. A. Bamar; Donald Norquist, general sales; Grover Rasley; Kim Marston; F. A. Bienenstein.



AT ATLANTA, left to right, seated: Robert Green and C. A. Young, Atlanta office; Alvin Cullins; Howard Walker; Prentice Veal; Eugene Parks; Fred Pettit. Standing: J. S. Henderson; Herbert Yates; Cecil Hicks; Nathan Cohn; Glen Lyon; Gary Sheppard; Burrill O. Gottry; Noel Cooperider.

Two new products of the Division salesmen at recent Butler Manufacturing Company, meetings in Kansas City and Atlanta, Mo., were introduced to Cleaners Equipment. A complete cleaning plant

For foolproof, proven efficiency. . . plus tremendous economies. . . there is no substitute for **PRE-MARKED STRIP-TAGS**

Also, the new **20 SPECIAL INSTRUCTION TAGS** *in 6 bright colors, a color for each department. Let* **TOKEN TAGS** *show you how to do it right the first time!*

- * Instantly revolutionizes marking methods!
- * Saves 50% in marking and assembly time!
- * Eliminates transposed numbers claims!
- * Clear Bold Numbers . . . No eye strain!
- * Ink damage impossible - Throw your ink away!
- * Tear them off - staple them on . . . it's that easy!

10-BRIGHT COLORS: numbers 1 to 30 in each color
300 color number combinations

Ask your distributor or write
PRE-MARKED STRIP TAG CO.
3232 INDIA ST., SAN DIEGO, CALIF.

- for best results, use both tags together!



TarGo penetrates stains quickly and removes the most stubborn stains. That is why so many dry cleaners rely upon TarGo for the removal of stubborn stains.

TarGo is not a cheap spotter, but it is an outstanding spotter that discriminating dry cleaners use because they know that when they use it they have the best in spotters.

Give TarGo a fair trial in your plant; then, you too will be just as enthusiastic about it as many other dry cleaners and laundrymen are.

A. L. WILSON CHEMICAL CO.

38 PASSAIC AVE.,

KEARNY, N. J.

for use with 140° F. solvent, known as the Safe-T-Thrift, has been tested and approved by Underwriters' Laboratories. According to Burrill O. Gottry, sales manager of the Cleaners Equipment Division, the Safe-T-Thrift provides maximum flexibility for any size plant because each unit is driven by a separate motor. He also told the salesmen that the new unit can be adapted to the contour of the individual plant, requiring no remodeling or change of premises, because piping is custom-fit on the job by the company's service men.

Butler's new Extracting Washer, which combines washing and extraction in one operation, was also introduced at the sales clinics. The company has completed operational tests on the new unit, and a number of installations have been made. Mr. Gottry stated that cost-conscious cleaners will be interested in the new equipment because of the time saved in loading and unloading.

Salesmen at the meetings were given two new sales tools and a short refresher course in simple service problems. One of the sales tools was a new solvent test kit which will permit Butler salesmen to test the

cleaner's solvent at his plant. The new kit duplicates the operation of a full-size still in miniature. Herbert G. Yates, assistant sales manager, told the salesmen.

A garment-press visual presentation was also introduced. J. G. Lyon, Butler service manager, discussed service problems and handling of common complaints.

Salesmen at the Atlanta school visited the expanded Butler warehouse and rebuilding shop.

Lusterway Cleaning System

The new Lusterway system of drycleaning is now being made available to drycleaners on a franchise basis by McCleary Associates, Inc., Memphis, Tenn. F. E. McCleary is president of the firm and Jesse B. Ray is vice president.

After several years of research and testing, the Lusterway system is now being used by about 65 drycleaning plants throughout the South. The system was developed by Mr. McCleary and Nate Root of Root & Co., Grand Rapids, Mich. Their goal, they state, was to work out a single controlled process that would

clean and restore as far as possible the new appearance and "feel" of all drycleanable garments in the drycleaning cycle.

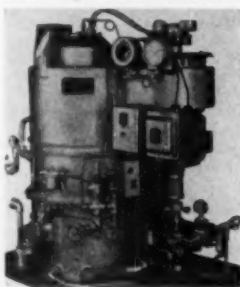
In connection with the system, a new Lusterway filter-powder dispenser was designed which operates independently of the washer. It injects the powder directly into the filter line to precoat the filter before each drycleaning cycle. Another part of the system is a soap dispenser which siphons the soap slowly into the clean solvent line from the filter to the washer, assuring proper dispersion and suspension of the soap.

The Lusterway cleaning agent is said to possess effective static-eliminating properties that make it unnecessary to add water to the drycleaning cycle, thus reducing shrinkage, stretching and loss of color brightness to a minimum.

The Lusterway system is designed for use in either petroleum or synthetic solvent plants.

Materials for a complete program of advertising and promotion are included as a part of the Lusterway franchise plan. Distributors for the new system are being appointed by McCleary Associates.

New Vapor-Clarkson Model



The newest Vapor-Clarkson steam generator has been introduced by Mercury Cleaning Systems, Inc. This compact 20 hp. generator produces 100 pounds of steam pressure in 1½ minutes from cold water and develops 500 pounds of steam an hour on 6 gallons of fuel oil.

According to the announcement, more than 3,400 of these generators are now in use by 78 leading railroads with diesel-powered passenger trains. It is pointed out that safety, compactness and efficiency (81% efficient) combine to make this model a "natural" for use in

Send garments for dyeing to



ALMORE DYE HOUSE

4412-24 WENTWORTH AVE., CHICAGO 9, ILL.

Leon Teltchmar, President

Continuously in Business since 1919



THE DYEING NAME OF UNDYING FAME

drycleaning plants and laundries.

Vapor-Clarkson steam generators are made in sizes 20 to 165 B.h.p. and are distributed to the laundry and drycleaning industries by Mercury Cleaning Systems, Inc., 549 W. Washington Blvd., Chicago 6, Ill. The company has available an illustrated folder describing the new model.

New Name for Ovalcene



The drycleaning detergent well known to the industry as Du Pont Ovalcene has been renamed "F.B.C. Dry Cleaning Detergent." The detergent product, one of various materials which the Du Pont company has stopped producing

because of defense-program pressure, is now being manufactured by arrangement with Du Pont by the Fry Brothers Company of Cincinnati, Ohio.

F.B.C. Dry Cleaning Detergent is a liquid detergent specifically compounded for the drycleaning trade. It can be used in synthetic or petroleum drycleaning units, and regardless of whether clarification is by filtration, distillation, caustic soda treatment or any combination of these, provided that immersion of the garments can be obtained in the washwheel.

According to Fry Brothers Company, the fact that minute amounts of F.B.C. are left in the clothes brightens colors, gives luster and makes it easy to do better finishing.

Further details on F.B.C. Dry Cleaning Detergent may be obtained from distributors or by writing direct to Fry Brothers Company, 1728 Dana Ave., Department F, Cincinnati 7, Ohio.

New Multi-Clean Folder

A new two-color folder just issued by Multi-Clean Products, Inc., 2277 Ford Parkway, St. Paul 1, Minn., describes the company's line of floor-maintenance products. The folder includes illustrations and specifications of Multi-Clean floor machines and attachments, as well as a description of the firm's chemical floor-maintenance products.

Yarway Designer Honored



JOHN F. MCKEE

A Certificate of Merit has been awarded by the Franklin Institute of Philadelphia to John F. McKee for his development of the Yarway Impulse Steam Trap. Mr. McKee was one of 14 distinguished engineers and

scientists who were honored at the Franklin Institute's Medal Day ceremonies on October 17. The Certificate of Merit, founded in 1882, is given for meritorious inventions, discoveries or improvements in physical processes or devices.

Mr. McKee, a research engineer with the Yarnall-Waring Company, Philadelphia, designed the Yarway steam trap which was introduced in 1935. Its operation was based on a principle then new to trap design, that variations in temperature of water discharging through two orifices in series cause variations in pressure in an intermediate chamber between the orifices, and that these changes in pressure may be utilized to open and close the trap valve. Mr. McKee has also designed two other products of Yarnall-Waring, the Yarway Glan-Pakt Expansion Joint and the Yarway Gum-Pakt Expansion Joint.

A native of Kalamazoo, Mich., Mr. McKee has worked in several fields of engineering. He spent many years in drafting, design and sales work on steam power plant and industrial plant piping before joining the Yarnall-Waring Company in 1928.

Barentson Joins Dico



BOB BARENTSON

The Dico Company, Des Moines, Iowa, has announced the appointment of Bob Barentson to the sales staff of its Chemical Division. With his appointment, the company will institute an additional service to its drycleaning and laundry customers. Mr. Barentson will act as a technical engineer and will be available to help Dico clients in the Iowa territory with technical operational problems.

A graduate of Ohio Mechanics Institute, Mr. Barentson was formerly employed as a technical serviceman with a nationally known chemical company. He is an Air Corps veteran.

Atlas Names Gilruth

Atlas Powder Company, Wilmington, Del., has announced the appointment of James A. Gilruth as manager of its advertising and sales promotion division.

Mr. Gilruth was associated with the advertising department of Atlas for 10 years until 1946, when he became sales promotion manager of the Storage Battery Division of Philco Corp., later Gould-National Batteries, Inc. Since June, 1950, he has been a senior editor on the staff of Harry W. Smith, Inc., New York technical publicity firm.

Gardner Harvey, who has been acting manager of the Atlas advertising and public relations division, assisted in an advisory capacity with the reorganization of advertising and public relations functions until November 30, when he was granted a leave of absence.

American Staff Changes in Pacific Division



JOHN T. MCCUNIFF



PHILIP D. CARR

Two managerial changes in the Pacific Division of The American Laundry Machinery Company have been announced by C. O. Knowlton, vice president and general sales manager.

John T. McCuniff, former manager of the Los Angeles office, has been named Pacific Division manager to succeed Joseph Shaddick, who is entering business for himself. Philip D. Carr, Pacific Division sales representative, succeeds Mr. McCuniff at Los Angeles.

Mr. McCuniff began his career with American in 1920 with the Western Division in Chicago, and through the years has held a wide variety of positions which have given him a thorough understanding of the company's sale program and office procedure. He is a graduate of Colorado State Teachers College and a veteran of World War I.

Mr. Carr came to American in 1937, following more than 25 years of sales engineering



How? . . . simply because you will have lower garment replacement costs, lose less time in matching pieces, reduce the confusion and time lost when markings are illegible.

And those represent important dollar savings!

CLEANSERTAG is unusually strong, dry or wet. Tags stay firm all through processing — never shred or come apart. And markings stay sharp and clean. There's no curl or twist

either — tags are easily read from start to finish.

Of course, there's only one CLEANSERTAG. Insist on it. Never accept inferior substitutes.

WRITE FOR SAMPLES!

HOLLINGSWORTH & VOSE COMPANY EAST WALPOLE, MASSACHUSETTS

Please send me samples of your CLEANSERTAG, so I can test it in my plant.

Name
Company
Street
City State

NOW!

SOLVINK removes stains faster—nothing to dissolve—no waiting

Solvink removes ink, rust, paint and blood stains faster. With Solvink there is nothing to dissolve, no waiting. You spend less time on each garment and therefore make more money. Use Solvink safely on white or colored fabrics.

½ pint—2 solutions \$2.25
For economy—Pints,
Quarts and Gallons Available.

Write
Dept. N-12
or for free
sample

YOU NEED SOLVINK COMPANION PRODUCTS

- TANSOL for Tannin Stains
- GREENZYME—Digestant
- IODASE—for Iodine Stains
- SIZ-IN—Hat Size



GREENVILLE CHEMICAL CO.

Corner of E. Stone Ave. & Bennett St., Greenville, S. C.

and managerial experience with Cincinnati industrial concerns. He worked as a sales representative out of the Los Angeles office, covering the Arizona and San Diego territories, and later handled the larger laundry and linen-supply accounts in Los Angeles. A graduate of the University of Cincinnati, Mr. Carr is also a World War I veteran.

Warco Appoints Diedricks



M. C. DIEDRICKS

W. A. Ramsey has announced the appointment of M. C. (Deke) Diedricks as Southeastern service representative for Warco Laboratories, Los Angeles, Cal. After returning from four years in the Army Air Force, Mr. Diedricks was associated with H. J. Heinz Co. in the sales department.

Mr. Diedricks will service the Southern states until Sidney Yellin returns from the armed forces, and will then take over the Mid-Central territory.

Repair Service by Mail

The extension of its services into a mail-order business has been announced by Cincinnati Repair Service, 413 Race St., Cincinnati 2, Ohio. The company offers reweaving, in-weaving, stoting, repair of hosiery, zippers, knit garments, purses and umbrellas. It also makes fabric buttons, buckles and belts, and turns collars and cuffs on shirts.

to give a "command performance." In 1939, the wardrobes of the king and queen were cared for during their Canadian tour in a similar valet car fitted with a Hoffman press. Earlier, during a visit of the Prince of Wales to the United States, a Hoffman press was used for his valet needs.

Hoffman Press for Princess

Made especially for Princess Elizabeth and the Duke of Edinburgh, a Hoffman pressing machine accompanied the royal couple on their recently completed tour of Canada. The machine was part of the equipment installed in a special valet car attached to the ten-car royal train.

The "Princess Press," as it became known to employees of Canadian Hoffman Machinery Co. Ltd. at its Newmarket, Ont., plant, was finished on short notice. Metal parts were buffed and finishes plated to shine like silver.

Upon completion of the royal tour, the press will be returned for regular sale. It is the third such Hoffman press

25 Years for Whalen



JOE WHALEN

On December 15 "Buckeye Joe" Whalen will reach the 25-year mark with The Davies-Young Soap Company of Day-

Flood Light for Display

A new lighting unit designed to accent displays by flood or spotlight is known as the Show-Master. It is available for wall, suspended or flush ceiling mounting, for portable use, and in clamp-on type to attach to existing stems of fluorescent fixtures or to poles or pipes bordering any display.

The Show-Master unit can be directed to any spot needing accent and will stay put at any angle, it is stated. It is available in 6-, 12-, 24-, 48- and 60-inch stem lengths, and is provided with a torpedo-shaped reflector in gray enamel. Glass color filters can be had for each reflector, also louvers.

Further information may be obtained from the manufacturer, Revere Electric Mfg. Co., 6009 Broadway, Chicago 40, Ill.

ton, Ohio. His jeweled 25-year pin will be presented about that time with appropriate ceremonies.

During his quarter century with the company Mr. Whalen has traveled 25 states. Since 1933 he has made his headquarters in Chicago, covering Illinois, Wisconsin and part of Indiana. In those 25 years, Mr. Whalen says, he has seen many changes in the drycleaning and laundry industries, most of them for the better, and he expects to see many more before he receives his 50-year pin.

Garment-Distributor Device



Time Savers, Inc., has announced that it is now producing the Rink-L-Free Garment Distributor shown in the illustration. The Rink-L-Free is designed to ride on Monorails or Hi-Speed Rail Systems for the immediate hanging of woolen garments after tumbling.

The Rink-L-Free Garment Distributor is made of nickel-plated steel rod, and has 14 hooks supporting two garments each for a full-load capacity of 28 garments.

According to C. A. Calder, president of the firm, the device will eliminate excessive wrinkling of garments, will speed up inspection and spotting, serve as a quick production check, and speed classification for finishing.

Full descriptive literature may be obtained by writing to Time Savers, Inc., 83-99 Walnut St., Montclair, N. J.

Reliable Distributor

Reliable Steam Pressing Machinery, Inc., Newark, N. J., has announced the appointment of the Excelsior Machinery Co., 1452 Randolph St., Detroit,

Mich., as exclusive distributor of its Auto "Twin-Rapid" presses in the North Central states. The distributorship includes both of the company's completely automatic, single-operator presses, the Auto Twin-Rapid General-Purpose Press and the Auto-Twin-Rapid Combination Shirt Unit Press.

New Eclipse Representative

Eclipse Fuel Engineering Co., Rockford, Ill., has announced the appointment of M. K. Griggs Company, 2801 San Jacinto, Houston, Texas, as its representative for the Houston region. Executives of the Griggs Company are M. K. Griggs and B. W. Wallin, who have both had extensive experience in the heating and engineering fields.

Mr. Griggs has been a Houston resident since 1923 and has been manufacturers' agent for many industrial products, including pumps, refractory materials and contract furnace building. From 1940 to 1950 he was the principal owner and operator of Red Devil Burner Corporation. He holds a B.S. degree in mechanical engineering from Michigan State University.

Mr. Wallin, a bachelor of chemical engineering and post-graduate in metallurgy of the University of Louisville, has been associated with a number of industrial plants, particularly in the field of heat treating, industrial furnaces and ovens.

Emery Promotes Schuelke



ARTHUR F. SCHUELKE

The Sanitone Division of Emery Industries, Cincinnati, Ohio, has announced the promotion of Arthur F. Schuelke to the position of Eastern District manager. He will supervise the Sanitone field engineering staff from Maine to Ohio and Virginia in their work with

NEWHOUSE "ALL-IN-ONE" PRODUCTS—BUILT TO BETTER THE BEST...

Adjustable Garment Holder
\$2.25

Heavy-Duty Folding Clothes Basket
\$29.75

Garment Bagger
\$6.95

Talon Parts Repair Kit
\$8.50

Zipper Repair Tool
\$12.95

Expansion Car Rack
\$6.95

Zipper Repair Tool
Wonderfully efficient. Repairs any zipper easily and quickly. Cuts costs. No experience necessary.

Expansion Car Rack
Easily adjusted to fit any car in few seconds. No spreading, no breaking. Cannot harm upholstery. Price only.

Garment Bagger
\$6.95

Talon Parts Repair Kit
\$8.50

Heavy-Duty Folding Clothes Basket
\$29.75

Adjustable Garment Holder
\$2.25

Expansion Car Rack
\$6.95

Steel Strapping Swivel Shoe for Snug Fitting

Special Alloy Tubing for Adjustment

Washer Screw

Expansion Both Ends

Hanger Stop

Steel Bar

Single tool for all zipper jobs

NEWHOUSE CO., 1247 E. Colorado Blvd., Glendale 5, Calif.

If your dealer cannot supply you, write us direct.

NOW ONLY \$12.95



National Lever
Principle Hand
Marking Machine
available with 6,
8 or 10 characters

the
National
can take it!

AND SO CAN THE MARK IT MAKES

Engineered to "take it" . . . built for years of service! The National Lever Principle Hand Marking Machine marks *directly into the fabric* . . . the *only* proven way to make clear marks and to avoid frequent remarking.

For small laundries and dry cleaning plants, there is no substitute for this machine. Before you buy, compare with National. Write today for complete information.

THE **National** MARKING MACHINE
COMPANY

4026 CHERRY STREET • CINCINNATI 23, OHIO

SEASON'S GREETINGS

to all our friends

Hammond
LAUNDRY-CLEANING MACHINERY CO.

Hammond Building, Waco, Texas

Sanitone licenses in that area. He will work out of the Sanitone Division's New York office.

Mr. Schuelke attended Northwestern University and then began an industrial sales career. With experience at Goodrich Electric and Montgomery Ward behind him, he entered the drycleaning production field at Rawlinson's Cleaners of Portland, Oregon. His several years' experience as Sanitone engineer in the West were marked by outstanding sales and production contributions to his licensees, the announcement states, and qualified him for this opportunity to expand his efforts in his new responsibilities.

other for the past 15 years. He has worked at several drycleaning plants, exported drycleaning machinery, served as field representative in New York state for the NICD and has taught spotting technique and procedure for the NCA of New York.

Two New Eaton Products

Two new stain-removal products have been introduced by Eaton Chemical and Dye-stuff Company, Detroit, Mich.

Eaton's O.S. (One Shot) Writing Ink Remover has been field-tested for two years, the company states. Before its formula was developed a complete study of inks was made, which showed that they could be divided into six groups:

(1) Indelible marking inks which cannot be removed; (2) ball-point-pen inks, usually consisting of a suitable oil or special dye with a resin in a dry-type solvent, and which can be removed with Wetsol; (3) non-reducible aniline dye inks, such as Parker 51, which on uncolored textiles are removed with Javelle water or chlorine bleach; (4) India inks made of finely powdered carbon black with a varnish-type binder, usually removed by first wetting with dry solvent, then applying a pre-spotter such as Eaton's G.O.P.; (5) washable writing inks which contain a methylene blue dye, and can usually be removed by flushing with water or a steam gun; (6) blue or blue-black permanent writing inks, containing a ferrous salt or tannin and a blue dye; oxidation of the tannin forms an insoluble black ferric tannate.

The study showed that the majority of ink stains which were the most difficult to remove were the sixth type, usually used in offices and homes. Therefore, Eaton's O.S. was de-

Benda Appoints Lesser



MORTIMER LESSER

The appointment of Mort Lesser to the post of district sales representative for the state of New Jersey has been announced by Haig Sahagian, general manager of Benda Products, Inc., Cambridge, Mass.

Mort Lesser is a graduate of the NICD general and management courses and has been affiliated with the drycleaning industry in one capacity or an-

Does LIPSTICK LOAD HAUNT YOU?



It needn't! There's a scientific way to remove lipstick loads—quickly! Write today for FREE copy of "The Case of the Lipstick Nightmare!"

NATIONAL CLEANERS CHEMICAL MFG. CO.
2807 11th W. Lake St., Chicago 12, Ill.

veloped primarily to remove this type of ink stain.

According to Howard J. Vetenko, chief chemist for Eaton, the new product is safe to colors and fabrics; contains nonpoisonous chemicals; contains a built-in neutral lubricant; an activator to send the effective agents to the seat of the ink spots at once, and protection against freezing.

The company's other new product is a grease, oil and paint remover, Eaton's G.O.P. The formulation of this product was based on a survey showing the type of paint sold for most domestic uses, and G.O.P. was designed especially to remove that type. Eaton's G.O.P. is also recommended for removal of greases, road oils, tars and similar soils.

Berlou Introduces Mirrored Counter Sign



A mirrored counter sign is the latest selling aid available to authorized service dealers of the Berlou Manufacturing Company. The new sign, 4 by 8 inches, is a brilliant Pacific-blue glass mirror with the Berlou suggestive-selling theme imprinted in bright canary-yellow letters. The sign is equipped

with a strong brass eyelet so it can be hung on a wall, and is also fitted with a sturdy easel back for counter display.

Further information about the new counter sign can be obtained by writing the Berlou Manufacturing Company Advertising Department, Marion, Ohio.

McCleary Distributes Idealite

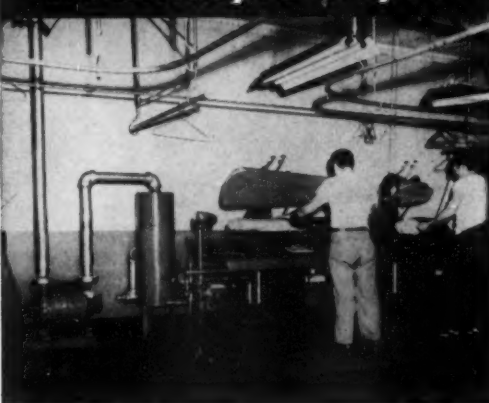
McCleary Associates, Inc., 448 N. Second St., Memphis, Tenn., has been appointed national distributor to the dry-cleaning and laundry industry for Idealite, manufactured by the Ideal Lighting Co., Inc., Kenosha, Wis. McCleary will appoint jobbers to represent Idealite throughout the country.

A new neon-type light, Idealite is described as a non-glare light of noontday brilliance

for spotters, inspectors and finishers. Its grid feature is said to prevent tubes from blackening at the ends due to metal deposit. Tube life, the announcement states, is 10,000 hours, regardless of frequent on-and-off switching, and the light does not die or grow fainter as the tubes get older.

It is further claimed that the Grid-Lite consumes less current, and that one fixture

More Garments Per Hour with Billmyre Dryset



Better Pressing at a Lower Cost Because...

GARMENTS DRY FASTER

Dryset draws a powerful current of dry air through the garment at high velocity. Dries it almost instantly—saving 15% to 25% in pressing time.

QUALITY OF WORK IS IMPROVED

Dryset leaves the fabric thoroughly dried and set while in its molded shape on the press buck. Garments are better pressed... retain their shape longer.



FUEL BILLS ARE CUT IN HALF

Dryset uses no steam... saving up to 50% of boiler steam required for outdated steam jet systems.

DRYSET PAYS FOR ITSELF

In a few months after installation, Dryset usually pays for itself in actual savings.

New low cost Model #6 for shops using up to 6 presses.

Whether you have 2 or 250 presses, a Billmyre Dryset can be easily installed. For big savings, mail coupon today!

LAMSON CORPORATION
459 Lamson Street
Syracuse 1, N. Y.

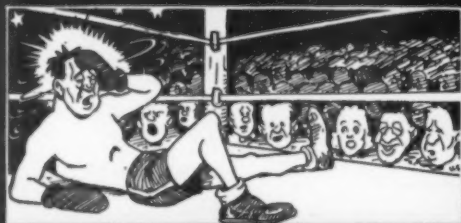
Send me your Bulletin on DRYSET. I have _____ presses.

Name _____

Company _____

Address _____

KNOCK OUT CLEANING TROUBLES WITH ...



SOL-CLAR & BEAU-CLEAN

FILTER & CLARIFYING POWDER DRY CLEANING SOAP

... they Give Perfect Results

The advisability of using SOL-CLAR and BEAU-CLEAN has been proved in hundreds of plants all over America. SOL-CLAR and BEAU-CLEAN are a sure-fire combination that eliminate cleaning trouble, insure satisfied customers.



Ask Your Jobber
or write

**MURPHY
SALES CO.**

P. O. Box 234, Station A,
Atlanta, Ga.



the Season's Greetings

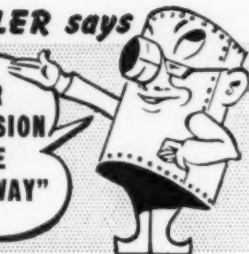


Laundry Machinery Company
North Kansas City, Mo.

... from the manufacturer of The
WESTERN LINE of Extractors,
Laundry Washers, Dry Cleaning
Washers, Complete Dry Cleaning
Plant

DOCTOR BOILER says

"RID YOUR BOILER
OF SCALE, CORROSION
AND FOAMING THE
EASY, LOW COST WAY"



SEE YOUR DISTRIBUTOR OR WRITE:

DOCTOR BOILER, INC.

4316 MAIN STREET

DALLAS, TEXAS

takes care of three spotting
boards, two garment presses or
three finishers.

it is 100% active ingredient,"
and (3) that it is particularly ef-
fective on "paint-oil-grease."

New Pyratex Label



An instruction panel on the
label features the two Pyratex
formulas, dry and wet, for
paint-oil-grease. It outlines the
use of Pyratex as a collodion
remover and also in lipstick re-
moval, referring the user to
Street's technical bulletin No.
5253 on "Lipstick Loads."

Free copies of the bulletin
on lipstick removal may be ob-
tained by writing on a plant let-
terhead to R. R. Street & Co.
Inc., 561 W. Monroe St., Chi-
cago 6, Ill.

Booklet on Controllers

A new 16-page catalog is-
sued by Brown Instruments Di-
vision of Minneapolis-Honey-
well Regulator Company illus-
trates and describes vane-type
electric contact control units
used with the company's meas-
uring instruments. The Electr-
O-Vane control unit is used
with the company's Electr-O-
Vane thermometers and pres-
sure gauges, the Electronik po-
tentimeter and other instru-
ments to give snap-action on-
off, two-position or three-posi-
tion control.

A copy of Catalog 8000
may be obtained by writing to
Minneapolis-Honeywell Regula-
tor Company, Brown Instru-
ments Division, Station 40,
Wayne and Windrim Aves.,
Philadelphia, Pa.

R. R. Street & Co. Inc., has
announced that it has stand-
ardized on a new label for its
Pyratex all-purpose spotter.
After well received "spot tests"
in various parts of the country,
the company started using the
new label on all Pyratex pack-
ages December 1.

The artist has used Street's
characteristic shade of light red
as the predominant color, with
the name in large white letters.
By type and layout he has
highlighted three features: (1)
that Pyratex is a "base for mak-
ing wet or dry spotter"; (2) that

Fuel Oil Manual. By Paul F. Schmidt. The Industrial Press, 148
Lafayette St., New York 13, N. Y. \$3.50.

Fuel-oil selection, properties, handling, burning,
troubles and remedies are the subject matter of this
160-page manual by the chief chemist of the Allied
Oil Co., Inc., Cleveland, Ohio. Written with a minimum
of technical language, the book goes into such subjects
as grades of oil, methods to be used for uniform quality
and efficient combustion, how to diagnose and remedy
fuel-oil troubles. Many charts and tables are included.

GROSS STAR
Aluminum GRID PLATES
GLEAMING WHITE
Acid-Treated
Surface



Only GROSS STAR is 12-ways better. Be sure your press plate has ALL 12 advantages.

from your jobber

up to 46" . \$14.85
mushroom . 11.00
over 46" . 19.25

1708 S. State St.
L. BEHRSTOCK CO., Chicago 16, Ill.

N. I. C. D. News

(Continued from page 90)

NICD staff members will present several programs, including a report by Dr. J. C. Alexander on the past year's research on stain identification; a discussion of charged-system research by Dr. George P. Fulton; an on-the-job-training presentation by Robert E. Cowie and other members of the management engineering staff. Dr. Dorothy S. Lyle and Albert E. Johnson will offer a dramatized presentation of "The Case of the Bonded Wool Shoulder Pad," showing how NICD's analysis, research, consumer education and trade relations departments work together for the common good of the consumer, the drycleaner and the industry.

A top government official will speak on the defense program, and economist Dr. Raymond Walsh will discuss inflation. The convention will be officially opened by President T. E. Milholland.

Special features will include a style show and a preconvention get-together party and dance, in addition to the annual banquet.

##

17th Management Class: On October 26 graduation exercises were held for the 25 students who completed the seventeenth management course. The class consisted of: Wilfred C. Bussing, Jr., Evansville, Ind.; Joseph Callman, Brooklyn, N. Y.; Maurice Daniels, Kansas City, Kans.; Earl E. Fahey, Sioux City, Iowa; Albert M. Farell, North Hollywood, Cal.; Daniel Feldman, Brooklyn, N. Y.; Rudolph Gandolfi, Oglesby, Ill.; Nondas T. Halkias, Drexel Hill, Pa.; Erwin H. Heine, Brooklyn, N. Y.; James B. Henry, Lake Wales, Fla.; George Y. Klinefelter, Jr., Baltimore, Md.; William Lacer, Bucklin, Mo.; Bernard W. Leishear, Silver Spring, Md.; Jerry H. Matsumura, Honolulu, T. H.; Joseph W. O'Neill, Philadelphia, Pa.; Gedeon H. Pel-



SAVE MONEY INSURE GARMENT SAFETY with the Arrow P-22 Hand Stapler



Laundries and dry cleaning plants lose thousands of dollars each year through faulty methods of attaching identification tags to items. Prevent loss of items . . . SAVE MONEY in your own plant by attaching tags the SAFE, SURE way—with the ARROW P-22 Hand Stapler. Just REACH and SQUEEZE . . . PRESTO! Tags are stapled securely to garments. This is your insurance against garment loss.

Buy from your supplier
Write for jobber set-up



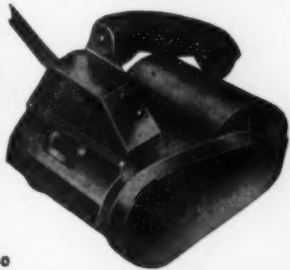
ARROW FASTENER CO., INC.
BROOKLYN 6 NEW YORK

RELIABLE LUSTERETTE

A "MUST" FOR ANY PLANT THAT HANDLES FURS!

- It's the Only Truly Portable Fur Ironing and Glazing Machine
- Just plug in and use; no overhead trolleys, tracks or shafts.
- Can be used in any position.
- Portable, light, compact.

LUSTERETTE, Model L-50, Patent No. 1,979,030. (Wt. 7 lbs.)
Price is FOB, Brooklyn, N. Y. \$197.50



RELIABLE also offers a complete line of Fur Cleaning & Fur Storage Equipment. Estimates furnished upon request at no cost or obligation. If you are planning a Fur Storage Vault, do it the Reliable way.

RELIABLE FUR STORAGE EQUIPMENT CO. DIV.

RELIABLE MACHINE WORKS, INC.
231 EAGLE STREET BROOKLYN 22, N. Y.

Dutton EconoTHERM SAVES \$20 PER DAY!

That's on fuel alone, reports McInerney Spring & Wire Co., of Grand Rapids, Michigan



How can you save on steam generation costs? Consider this case: During warm weather, McInerney was firing one of two 300 H.P. boilers for process steam only. This much capacity was not needed.

A 100 H.P. oil-fired Dutton EconoTHERM was installed for spring-to-fall use only. Savings were over \$20 per day on fuel alone!

This, plus big labor savings, leaves the owner "highly pleased." We believe you'll be equally pleased with the "packaged" EconoTHERM's automatic operation and exclusive off-center firing. (Gas or oil.) Find out why this gives you faster steaming—greater safety—lower cost!

WRITE NOW FOR ECONOTHERM BULLETIN EC-100F

Other types and sizes—5 to 250 h.p.

See Yellow Pages in Phone Book for Dutton Representative

Dutton BOILER DIVISION
HAPMAN-DUTTON COMPANY • KALAMAZOO, MICH.
Boiler Makers Since 1880

cut cleaning costs
WITH THIS FAST, THOROUGH
AND INEXPENSIVE SOAP

SOL-U-SOAP

Moisture Carrying Dry-Cleaning Soap

HUNTINGTON LABORATORIES, INC.
Huntington, Indiana • Toronto, Canada



land, Riverside, R. I.; Bruce D. Robinson, Culver City, Cal.; Lawrence E. Rode, Kansas City, Mo.; George M. Snodgrass, Belmont, N. C.; J. Quincy Stimpson, Belmont, N. C.; Leslie R. Swain, Fort Pierce, Fla.; Santo J. Valenza, Trenton, N. J.; Bert W. Wallis, Tucson, Ariz.; Samuel Weintrob, Oakland, Cal., and Richard R. West, Williamsport, Pa.

The prize for the best presentation in master salesmanship and human relations techniques was awarded to George Klinefelter, Jr., and Joseph Callman. The two prizewinners and Daniel Feldman gave talks at the graduation exercises.

#

NICD at Textile Meetings: Drycleaning was featured for the first time in the research exhibits of the American Association of Textile Chemists and Colorists at its annual convention held in New York City October 17-19. The exhibit, illustrated here, included photo-enlargements explaining basic elements of drycleaning



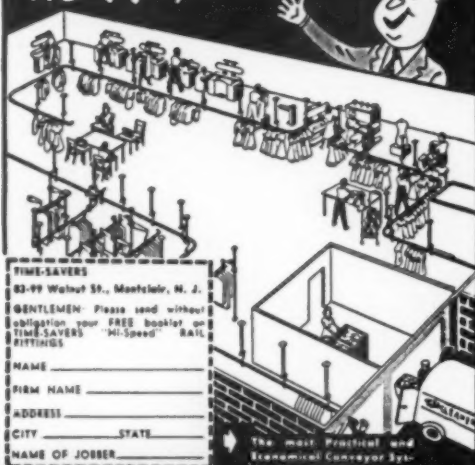
procedures. It also described the work of the AATCC's research committee on drycleaning test methods, which is headed by Albert E. Johnson, NICD's director of trade relations.

Other Institute representatives at the convention were Dr. Dorothy S. Lyle and Robert Graham. Over 4,700 members and guests of the AATCC attended the convention, the largest of its kind ever held.

At the semiannual meeting in New York City of the Textile Section of the American Society for Testing Materials, the NICD was represented by Dr. J. C. Alexander. He takes part in the work of many of the

TIME SAVERS' "HI-SPEED" RAIL FITTINGS

COST AS LOW
AS 77¢ per ft.



TIME-SAVERS

83-99 Walnut St., Montclair, N. J.

GENTLEMEN: Please send without obligation your FREE booklet on TIME-SAVERS' "Hi-Speed" RAIL FITTINGS

NAME _____

FIRM NAME _____

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CITY _____ STATE _____

NAME OF JOBBER _____

The most Practical and Economical Conveyor System for transporting garments within your plant.



TIME SAVERS

83-99 Walnut St. • Montclair, N. J.



Made Especially
for Cleaners
and Launderers

Highest
Quality...

ARMA

Black Marking Ink

- Penetrates Rapidly
- Quick Drying
- Absolutely Indelible

PITTSBURGH TAG CO.

1112-20 GALVESTON AVENUE
PITTSBURGH 12, PA.

subcommittees, and is chairman of a task group that is setting up methods for the identification of textile finishes.

#

Cold Wave Hits Analysis Departments: The textile analysis departments at both Silver Spring, Maryland, and Glendale, California, report an increasing number of garments damaged by cold wave solutions. In November they were receiving such garments for analysis on an average of six a day.



**SOUTH
WEST**

A remodeling program has been completed at Rowe Cleaners, 316 S. Osage, Bartlesville, Okla.

Lindsborg (Kans.) Cleaners has been sold by Mrs. Harry Coleman to J. H. Fisher and Quentin Percival.

Gleason's Cleaners and Dyers has been opened by L. E. Gleason at 1414 W. Davis, Dallas, Tex.

S. J. Hayes and John Enna have opened Quality Cleaners at 1041 Sierra Highway, Lancaster, Cal.

Owner Sid Harcastle has announced installation of some new finishing equipment at Caney (Kans.) Cleaners.

New equipment has been installed by Gene Loyd at Craig (Colo.) Cleaners.

Vogue Cleaners, 3201 S. Stone-wall St., Greenville, Tex., has installed additional equipment.

The firm, managed by Mr. and Mrs. O. E. Brooks, recently opened a branch in the Reavilon Addition.

New drycleaning equipment has been installed by John and Hildegard Blattman at Wardrobe Cleaners, Lorton Ave., Burlingame, Cal.

Ralph Isenhower has sold his interest in Isenhower Cleaners, Harper, Kans., to his son, Walt, who will operate it with Bob Henderson. The plant has been moved to remodeled quarters on N. Central St.

ABC Cleaners, Rifle, Colo., has been sold by Mr. and Mrs. Mervyn Tryon to Ray Cole.

Rankin Cleaners and Laundry, owned by J. B. Rankin, has moved to larger premises at 1103 S. Main, Weatherford, Tex.

Payless Cleaners has been opened at 1703 Mt. Diablo Blvd., Walnut Creek, Cal.



NEW NON-SLIP SURFACE
for SNA-PON... an added feature

IT'S EASY TO PUT ON SNA-PON:

50% easier to thread!
Just slide on and press down!

The famous non-pivot guard now with non-slip surface that decreases handling time even more! Snaps on any standard wire hanger... die-cut ends prevent pivoting... rigid fiber in tubular shape—stands more abuse. It's a completely new principle, fully patented.

SNA-PON is approximately 1/2" round. Packed 2500 to carton, shipping weight 40 lbs. Carton size is 24" x 16 1/2" x 15 1/2".

Production Limited—Orders filled as received
Contact Your Jobber



TILLERY CONTAINER CO.

6000 WILSON AVE. KANSAS CITY 3, MISSOURI



HER BIG TAKAMINE FIRST!

SAVE TIME
LABOR
MONEY

*GET MORE ACTION with "MULTIPLE-FORCE ENZYMES"

Only TAKAMINE has created this great new digester by combining two teams of Quick-Acting Enzymes to give you greater potency for a larger variety of stains FOR BOARD and BATH!

Send for your sample now!

IT'S NEW! IT'S DIFFERENT! IT'S FASTER!

*By actual Laboratory tests

TAKAMINE

LABORATORY, INC.
CLIFTON, N. J.

TAKAMINE LABORATORY, Inc.
Clifton, N. J.

Please send FREE sample of TAKALAB—TLM for Board and Bath.

Firm _____

Address _____

City _____ Zone _____

Name _____

UNIPRESS 2 GIRL 3 PRESS SHIRT UNIT
 TOP QUALITY • INCREASED PRODUCTION • GREATER PROFITS



Presses for every requirement

Write for new catalog today

UNIPRESS COMPANY
 2802 Lyndale Ave. • Minneapolis, Minnesota



City Cleaners and Dyers of Berwick, Pa., has been purchased by William F. Sutter. The real estate was bought by the RFC, the mortgage holder.

The Skute Cleaning plant, N. Main and Coryell Sts., Lambertville, N. J., has been sold by owners Hendelman and Lifschitz to Max Nadley of Vogue Cleaners, Trenton.

Parkmore Cleaners, New York and Prime Aves., Huntington, N. Y., has been sold by Kenneth Moore to Mr. and Mrs. Herman Glasser.

Max Lipson has sold his interest in Berkshire Cleaners & Dyers, 68 Dalton Ave., Pittsfield, Mass., to his partner, Paul H. Sandrew, who is now sole owner.

A certificate of ownership has been filed by Vartan Ounanian for Darby Cleaners and Dyers, 919 E. Darby Rd., Llanerch, Pa.

Glantz Dry Cleaners, 18 E. Main St., Springville, N. Y., has been purchased by William A. Carlton. The business will be managed by Ernest E. Billyard.

Solomon's, Inc., of Burlington, Vt., has been incorporated by Morris and Israel Solomon and Jacob Kaplan.

New cleaning equipment has been installed by owner Louis Verbeyst at Verbeyst Cleaners, Tulane St., Princeton, N. J.

Zuckerman Cleaners and Dyers has been granted permission to

build an addition to its plant at 11 Center St., Scotia, N. Y.

The business name of J. & J. Cleaners, 2546 Perryville Ave., Pittsburgh, Pa., has been registered by Edward F. Tuchscherer.

Co-owners Frank S. and Casper J. Moresco recently held the grand opening of the new premises of Modern Dry Cleaning and Shirt Laundry on Buffalo St., Lockport, N. Y.

Holiday Cleaners has been opened by John J. Mullaney on Rowley St., Agawam, Mass.

Mrs. Lucy Marino Bolla is the new owner of the business at 331 W. Seventh Ave., Tarentum, Pa., formerly known as Staley's Cleaning Shop.

Roland Roy and Jean Gratton, owners of Gratton-Roy Quality Cleaners, Derby Line, Vt., have purchased a lot on E. Main St., Newport. They plan to build a new plant and install modern equipment. The Newport plant will be managed by Paul Precourt.

The fictitious name of Windgap Cleaners, 3844 Chartiers Ave., Windgap, Pittsburgh, Pa., has been filed by Walter C. McCue.

Pomp's Dry Cleaners, 59 W. Main St., Gouverneur, N. Y., recently completed plant improvements.

Pekin Cleaners and Tailors, 8 West St., Beverly Farms, Mass., and in South Hamilton, Mass., has been purchased by John Leyenbecker, a Marine veteran.

Imagine... **ONE PAD LASTS 5 YEARS!**



FIREFLY ASBESTOS PADS
 FOR USE ON FREE STEAM PRESSES

It's a fact! Each FIREFLY pad will last 5 years—and longer. The secret's in the patented 5-ply asbestos construction. Five layers of specially treated open-weave asbestos are ingeniously formed so as to permit the rapid passage of steam and air for long periods of time—assuring you of quality finishing every time.

LOOK AT THE SAVINGS!
 1 FIREFLY = 250 COTTON PADS

250 Cotton press pads (one-a-week for 5 years) @ 90¢	ONE FIREFLY patented press pad that lasts for 5 years...\$17.50
\$225.00	225.00 ← 17.50

FREE!
 Mail coupon for descriptive brochure. Do it today!

JOBBER'S INQUIRIES INVITED

☐ Please ship FIREFLY press pads @ \$17.50. Indicate name & model of press.

☐ Without obligation, please send complete information on FIREFLY press pads.

NAME OF FIRM _____ CITY _____ STATE _____

YOUR NAME _____ JOBBER _____

FIREFLY ASBESTOS PRODUCTS
 175 BERGEN STREET NEWARK 1, NEW JERSEY

U.S. Pat. No. 2,382,141

BADER • • • • • SOLVENT PURIFIER



REMOVES
 Fatty Acids
 Moisture
 Color
 Soap
 Newly Developed Process for Cleaning Your Dirty Solvent Builds No Filter Pressure

\$395.00 Installed—F. O. B. Ft. Smith, Ark.

We want to come in to your own plant and show you, by demonstration how the Bader Solvent Purifier will keep your solvent clean. We will show you how you can remove Fatty Acids, moisture and soaps, which will enable you to have clean solvent at all times.

C. L. BADER COMPANY, INC.
 110 North 10th St. Fort Smith, Ark.

SURE we would like to have the BADER SOLVENT PURIFIER demonstrated in our plant.

NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

For quality cleaning that customers remember...

FBC



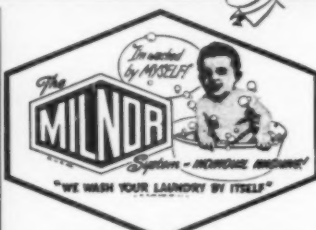
**FAST!
LOW COST! THOROUGH!**

FBC assists cleaning solvent to penetrate clothing quickly, thoroughly — utilizes moisture normally present in garments to increase cleaning action of solvent. FBC gives whiter whites, sharper bright colors — restores original lustre and feel to garments. Only ½ oz. FBC needed per 10 lbs. of clothing. Available through your former "Ovalene" distributor.

"This product is made in accordance with the improved formula of the dry cleaning detergent formerly manufactured by the DuPont Company and sold under the DuPont trademark, 'Ovalene'. However, the Fry Brothers Company takes full responsibility for the quality of the product."

THE FRY BROTHERS CO.
SOAP MANUFACTURERS SINCE 1876
1728-46 DANA AVENUE CINCINNATI 7, OHIO

THE HIT OF THE CONVENTION!



**LAUNDRY OWNERS EVERYWHERE
AGREE—IT'S A BETTER
WASHING SERVICE**

Comments from laundrymen at the A.I.L. Convention prove that the MILNOR System of Individual Washing is the most advanced, economical method of laundry processing offered today. From the north . . . south . . . east . . . west . . . laundry owners say: Tremendous increase in new customers . . . production costs reduced as much as 20% . . . more customers using dry cleaning and other plant services . . . a better quality wash . . . a quicker, personal service . . . !
Get **ECONOMY** . . . Get **SPEED**
Get **MORE PROFITS!** Install the MILNOR System of Individual Washing in your plant today!
WRITE FOR DETAILS AND ILLUSTRATED CATALOG



MANUFACTURERS OF
FINE LAUNDRY AND DRY CLEANING EQUIPMENT



Resillo Co.

We, at Resillo, Join With
Free Men All Over the
World in the Fervent
Wish that the New Year
Will Bring a Full and
Lasting Peace, Health
and Happiness to Every-
one, Everywhere.

2328 WEST NELSON ST.
CHICAGO 18, ILLINOIS

Community Cleaners has been opened by Robert Berns on E. Water St., Addison, N. Y.

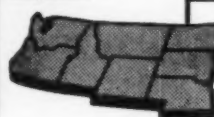
The former owners were Patrick Bresnahan and Stanley Kobus.

The name of Evergreen Dry Cleaners, 2021 Babcock Blvd., Pittsburgh, Pa., has been filed by Victor L. Mackey.

Walker Dry Cleaning has been established by Norman Walker in a newly built plant on Main St., Meyersdale, Pa. Vernon Kemp, an Air Force veteran, will manage the plant.

Litchfield (Conn.) Cleaners and Dyers, Meadow St., has been purchased by William Healey and Daniel Sforza, both veterans and NICD graduates.

Sam Lebovitz has registered the business name of Green Valley Cleaners, Bowman Ave. Extension, North Versailles, Pa.



**NORTH
WEST**

New cleaning equipment has been installed by Parker's Quality Cleaners, Burns, Ore.

New drycleaning equipment has been installed at Elliott Cleaners, Auburn, Neb. According to the owner, Everett Elliott, the new installation triples the plant capacity.

Mallette's Cleaners has been opened by Tennis Mallette in a newly equipped and remodeled building on W. First Ave., Toppenish, Wash.

Greenacres Dry Cleaners, E18217 Appleway, Spokane, Wash., has been sold by Norman Fletcher to Lloyd Martin.

Charm Cleaners, 1409 Wilamette St., Eugene, Ore., has been sold by Lester and Ivah Thompson to Mr. and Mrs. C. I. Buckley and Mr. and Mrs. L. J. Cox.

Oregon Cleaners has been opened at 1515 S. Holladay, Seaside, Ore., with D. F. Poulton as manager.



**SOUTH
EAST**

Jimmy Reams, owner of Jimmy, his fifteenth anniversary in the Dry Cleaner, at Vero Beach, Fla., has built a new modern plant and added new equipment. The grand opening, with door prizes, was held on

Dixie Cleaners, Elizabethtown, Ky., has installed a new boiler and other new equipment.

PROFIT FOR YOU in This AD

Are fur collars, suede coats, nightmares to you? Bixbee Research has this to say concerning terrific losses to cleaners on burned, hardened, cracking, shriveled furs and leathers:

"Bixbee #20 is the answer to this challenge. The same Bixbee #20 tested by U. S. Laboratories, listed with Underwriters' Laboratories, Inc., used at National Institute of Cleaning and Dyeing.

"YOU may now try this wonderful worry saver on a manufacturer's risk basis. Send one dollar to us. We'll ship, immediately and prepaid, an eight ounce bottle of Bixbee #20. "Within ten days, if you are not more than convinced that Bixbee #20 will do everything we claim, your dollar will be cheerfully refunded.

"If you DO like Bixbee #20 (and we know you will), we shall then allow you a credit of \$1.00 toward the purchase of a full quart of Bixbee #20 at \$2.50, making your net cost only \$2.50."

BIXBEE RESEARCH DIVISION

56 South 11th Street, Brooklyn 11, N. Y.

L. R. Mauldin has taken over operation of Service Cleaners, Inc., at 2124 E. Third St., Millville, Fla.

Ideal Cleaners, Cocon, Fla., has been sold by Mr. and Mrs. Jack Crockett to C. E. Dixon.

Quality Cleaning Co. has been opened at High Point, N. C., by J. C. Harwell.

B. E. Clifton, owner of Carolina Cleaners, High Point, N. C., has announced installation of some new equipment.



Stanley J. Busse has purchased the drycleaning business of Joe Heward at Three Oaks, Ind.

Roy's Cleaners, 4306 E. 27th St., Kansas City, Mo., has expanded its plant and added new equipment.

The L & H Dry Cleaners store at 136 W. Park Ave., Villa Park, Ill., has been remodeled and a new front constructed.

Band Box Cleaners, Tomah, Wis., has been sold by Mr. and Mrs. Louis Gawron to Mr. and Mrs. Herbert Westpfahl.

Thurston Cleaners, Salisbury, Mo., has been bought by Mr. and Mrs. Lester Holbrook.

Covington (Ind.) Dry Cleaners has been reopened by new operators, Mr. and Mrs. Wallace O. Shoaf.

Joe Ziker, president of the Ziker Cleaners organization of South Bend, Ind., has announced the appointment of Lawrence I. Serkes as sales and advertising manager.

D. J. Conners, general manager of North Side Cleaners, Chicago, Ill., has announced opening of a drive-in branch at 1344 Morse.

La Salle Cleaners, Flint, Mich., was gutted by a fire believed caused by a carelessly tossed cigarette. The owner, James Fisher, estimated damage to building, equipment and clothing at \$100,000.

Rev. V. F. Hamm and his brother, Raymond, plan to open Sunbrite Cleaners at Bourbon, Mo.

Deerfield (Ill.) Cleaners and Tailors has moved to a new building at 812 Waukegan Rd.

H. J. Hagner has built and reequipped a new plant for The Garment Cleaner in Knightstown, Ind.

Select Cleaners, Brainerd, Minn., operated by Les Hage, has moved to its new plant.

Ed and Ruth Meek have moved Ed Meek's Cleaners to a new modern plant at 912 S. 10th St., Mt. Vernon, Ill.

B & R Cleaners, Glasford, Ill., has installed drycleaning equipment.

The plant of Enterprize Cleaning Co., 4299W Easton Ave., St. Louis, Mo., which was bad-

SAVE UP TO 50% on HANDLING COSTS

FREE BOOKLET SHOWS HOW!

FREE!

ILLUSTRATED INSTRUCTION FOLDER

Simple installation procedure shown step-by-step! Shows how you can install it yourself, using wrench and screwdriver.

White MACHINE COMPANY

104 Livingston St., Newark 3, N. J.

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OVERHEAD RAIL SYSTEMS

FOR COMPLETE & PARTIAL SYSTEMS

- We provide the inexpensive patent-fittings . . . priced as low as 75c each.
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- You install-it-yourself. No welding . . . No threading . . . No machining!

Free planning service!

MAIL COUPON TODAY!

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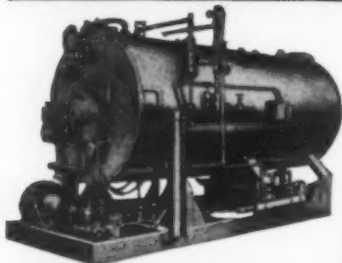
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EXCLUSIVELY DESIGNED FOR GAS OR OIL FIRING

... gives you fully automatic steam production. No fireman needed . . . It operates almost entirely without human attention. And because it is automatically controlled it maintains even pressure, uniform water level and steam space at all times, which results in more efficient, more economical operation.

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- AUTOMATIC

10 to 500 h. p. —
15 to 200 lbs.

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AMES IRON WORKS
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Builders of Better Boilers since 1848
Manufactured under
License in Canada by VOLCANO, Ltd., Montreal, P. Q.

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- Fabric Hand Pressing Machines
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It's Easy and Profitable — Here's How!

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any Persian, Caracul, Kidskin, Indian Lamb or other fur just once...



2 BRUSH

lightly, following curl or character of the fur...



SECURITY A-1 LUSTERIZING FORMULA

The Same Glaze Over 5000 Furriers Use



3 SHOW

the fur to your customer... and you have a satisfied customer!



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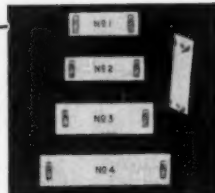
Write today for complete details about this great new extra source of income. FREE window streamers, circulars and other dealer aids available!

NOW ONLY \$150
12 oz can
\$1.39 in case
Index of 12

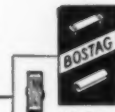
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SECURITY FUR SEAL CO., INC.
144 W. 27th Street
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The Genuine PEERLESS BEACON TAGS

Triple-Fold 80 x 80 count cotton cloth, non-fraying. Special finish for easy marking with pen or machine. Staples are anchored, always firm with prongs straight, yet fully pliable for quick attaching and removing without damaging fabric. Also fibre, in 5 sizes—white and standard colors. Also Half Tags and Single Staple Tags.



TAGGING MACHINES operate easily, simply—save time, labor, money, 4 machines for attaching all sizes Peerless Beacon Tags, cloth or fibre.



BOSTON CLIP & TAG COMPANY

Fully Guaranteed

43 Grove Street, Somerville 44, Mass.

ly damaged by fire about a year ago, has been rebuilt and enlarged. New equipment has also been installed.

Murray Cleaners, Bedford, Ind., has opened a branch at Mitchell. Henry S. Murray is the owner of the business.

Clarence Augsburg has opened the new plant of DeLuxe Cleaners & Dyers at 217 W. Wilson St., Batavia, Ill.

Rich Hill (Mo.) Cleaners has been sold by Mr. and Mrs. T. B. Jones to Mr. and Mrs. Earl Evans.

An extensive remodeling program is under way at Star Cleaners and Launderers, 11th and Lafayette Ave., Terre Haute, Ind. A storage vault is also being installed, manager Dick Hawkins announced.

Paramount Cleaners has been opened at 621 Main St., Watertown, Wis., by two veterans.

The new firm of Creston Cleaners, 3151 Madison, Indianapolis, Ind., has been registered by R. D. Ziegler.

Extensive damage to building, machinery and garments was caused by a recent fire at New Method Cleaners, 619 W. 19th St., Joplin, Mo. The loss was covered by insurance, according to the operator, Leslie Vance.

Super-B Cleaners has been opened at 513 Peoria St., Washington, Ill., under the management of Helen Hartman and Helen Mabey.

Malcolm P. Akers has purchased a lot at Perry, Mo., on which he plans to build a new plant for his drycleaning business.

Articles of dissolution have been filed for American Dry Cleaners, 211 E. Willard St., Muncie, Ind.



**DOMINION
of CANADA**

West Coast Cleaners, 32 Margaret St., Port Alberni, B. C., has applied for permission to make plant alterations.

Langley's Limited, Toronto, Ont., has purchased Boag's Wardrobe, Islington, Ont., from Leo Boag. The plant, to which new equipment is being added, will be operated under the Boag name as a separate unit, with Robert Young in charge.

Lloyd Schlosser has purchased the interest of Mike Stafford in Wunder Way Cleaners, Kitchener, Ont. The other part-

ner in the firm is Eugene Geffros.

Certificates of partnership have been granted for Peerless Dry Cleaners, Super Sanitone Cleaners and Moose Jaw Steam Laundry, all of Moose Jaw, Sask., to Harold N. Kriewald, who is the only member of the partnership.

Mandel Cleaners has been opened by Albert Mandel on Ainslie St. S., Galt, Ont.

Petch Cleaners Ltd., Port Credit, Ont., has opened a new



Tops Around The World!

The Original and Genuine
SCRAM BLOOD

Instant Liquid Blood Removing Agent



LABORATORIES

\$4.75 per gal.

order from
your jobber

1636-40 W. Vernon Avenue, Los Angeles 37, California

store on Lakeshore Rd., North Side. Tailor, at 256 Richmond St., London, Ont., has added a drycleaning plant. The firm is operated by Ralph Antonucci with his sons, Joseph and John.

Personal Valet Service, formerly known as Spettigue, The

OBITUARIES

Orville K. DePew, 48, owner of a drycleaning plant at Garret, Indiana, died suddenly October 5 of a cerebral thrombosis. He is survived by his widow, three sons and two daughters.

Joseph Hoffman, 66, operator for 37 years of Aubry Cleaners & Dyers, Inc., Saginaw, Michigan, died recently at his summer home at Brissette Beach. Mr. Hoffman was an active member and past officer of the Michigan State Association of Cleaners and Dyers, and was a member of the Elks. He is survived by his wife, a daughter and two sons.

Alex Kristoffersen, 75, owner of Larsen's Dry Cleaning Co., San Bernardino, California, died October 14. A native of Norway, he was a member of the Chamber of Commerce and Kiwanis. Surviving are his wife, two daughters, a son and a brother.

Orion Stenson Morgan, 54, owner of Wide Awake Cleaners, Fort Worth, Texas, died October 18 in a veterans' hospital where he had been under treatment for 18 months. He was a veteran of World War I and a 32nd degree Mason. Surviving are his mother, two sisters and a brother.

Lawrence Parrish, operator for several years of a drycleaning establishment in Mattoon, Illinois, died recently. He is survived by his wife and a brother.

Frank Ptacek, owner of De Mir Cleaners, Des Plaines, Illinois, died suddenly of a heart attack October 21. He is survived by his wife, a son, a daughter and a brother.

Laurel V. Smith, 60, owner of a drycleaning business at San Diego, California, died October 17. Survivors are his wife, two sons and a daughter.

Russell Calvin Raley, 27, owner of Norton Cleaners, Norton, Kansas, was drowned September 23 with two

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Montpelier
"Side-Aisle"

DELIVERY VEHICLES

Engineered and Built to

Meet YOUR Specific Needs

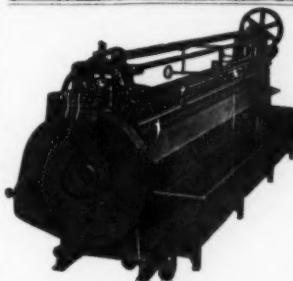
Cut Delivery Costs . . . Increase Efficiency. Your Choice of Chassis. Your truck dealer has—or will gladly obtain—complete details. Insist upon MONTPELIER.



Montpelier
"Urban"

Write, Wire or Phone for Details

THE MONTPELIER MANUFACTURING CO., MONTPELIER, O.



The Bertsch Rug Wringer

Before enlarging your plant to handle that increased volume, investigate the BERTSCH Wringer. It will more than double the volume of your present plant and will cost less than a new scrub floor or a new dry room.

BERTSCH & CO.

CAMBRIDGE CITY
• INDIANA •

A "Must" for removing

LINT OFF GARMENTS

Fast & Sanitary!

"Little Wonder"

ELECTRIC WHISK-BRUSH MACHINE

Give your garments a better finish. The only appliance of its kind. Thousands of satisfied users.

Also Mfgs. Patented "NEEDLE-BOARDS" for pressing VELVET and NAP-FABRIC materials without shine or gloss. SEND FOR CIRCULAR

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every time for fast
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- EASY TO APPLY
- NON-STAINING

Mail \$1.00 for trial package
(3—½ oz. dropper bottles).

HIGH CHEMICAL CO.

1756 Howard St.
Philadelphia 22, Pa.

**STATEMENT OF THE OWNERSHIP,
MANAGEMENT AND CIRCULATION,
REQUIRED BY THE ACT OF CONGRESS
OF AUGUST 24, 1912, AS AMENDED BY THE
ACTS OF MARCH 3, 1933 AND JULY 2, 1946**

(Title 39, United States Code, Section 233)

**Of The National Cleaner & Dyer, published monthly at
Lancaster, Pa., for October 1, 1951.**

State of New York
County of New York

Before me, a Notary Public in and for the State and County
aforesaid, personally appeared Edward B. Wintersteen, who,
having been duly sworn according to law, depose and says that
he is the Publisher of The National Cleaner & Dyer and that
the following is, to the best of his knowledge and belief, a true
statement of the ownership, management (and if a daily,
weekly, semi-weekly or triweekly newspaper, the circulation),
etc., of the aforesaid publication for the date shown in the
above caption, required by the Act of August 24, 1912, as
amended by the Acts of March 3, 1933, and July 2, 1946 (section
337, Postal Laws and Regulations), printed on the reverse of
this form, to wit:

1. The names and addresses of the publisher, editor, managing
editor and business manager are:
Publisher, Edward B. Wintersteen, 304 East 45th St., New York
17, N. Y.

Editor, William R. Palmer, 304 E. 45th St., New York 17, N. Y.
Managing Editor, Galina Terr, 304 E. 45th St., New York 17,
N. Y.
Business Manager, None

2. The owner is: (If owned by a corporation, its name and
address must be stated and also immediately thereunder the
names and addresses of stockholders owning or holding one per
cent or more of total amount of stock. If not owned by a corporation
the names and addresses of the individual owners must
be given. If owned by a partnership or other unincorporated
firm, its name and address, as well as those of each individual
member must be given.)

The Reuben H. Donnelly Corporation, 304 East 45th St., New
York 17, N. Y.

Northern Trust Company, Chicago, Illinois, Trustee of Fund A
under the will of Reuben H. Donnelly deceased. Raymond M.
Gunnison and Charles C. Haffner, Jr., trustees under agreement
dated Jan. 24, 1946 with Thorne Donnelly.

First National Bank, Chicago, Illinois, Trustee of Fund B under
the will of Reuben H. Donnelly deceased.

Thomas E. Donnelly, Lake Forest, Illinois.

Elliott Donnelly, Tr. G. D. Art., Chicago, Illinois.

Curtis E. Frank, Brookville, N. Y.

Charles C. Haffner, Jr., et ux, Tr., Chicago, Illinois.

David L. Harrington, Flossmoor, Illinois.

Harold P. Harper, Kensington, Maryland.

J. Aubrey Hope, Drexel Hill, Pennsylvania.

Harry W. Warner, Flossmoor, Illinois.

3. The known bondholders, mortgagees, and other security
holders owning or holding 1 per cent or more of total amount
of bonds, mortgages, or other securities are: (If there are none,
so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder
or security holder appears upon the books of the company as
trustee or in any other fiduciary relation, the name of the person
or corporation for whom such trustee is acting; also the state-
ments in the two paragraphs show the affiant's full knowledge
and belief as to the circumstances and conditions under which
stockholders and security holders who do not appear on the
books of the company as trustees, hold stock and securities in a
capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication
sold or distributed, through the mails or otherwise, to
paid subscribers during the 12 months preceding the date shown
above was: (This information is required from daily, weekly,
semi-weekly, and triweekly newspapers only.)

E. B. WINTERSTEEN

(Signature of Publisher.)

Sworn to and subscribed before me this 27th day of September,
1951.

ANNE L. DeMARINIS
Notary Public, State of New York
No. 41-9914700

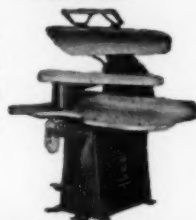
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PRESSES**

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with all steel construction
and six exclusive mechanical
features that will save you
time and money.



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Salt Lake City, Utah

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companions during a fishing trip. He was a veteran of
the Army Air Force, a member of the Lions Club, the
Chamber of Commerce and the American Legion. He
is survived by his wife, his parents and a sister.

**December 2—Wisconsin Dry Cleaners Association, Annual
Convention, Schroeder Hotel, Milwaukee.**

1952

**January 19 and 20—Louisiana Laundry and Cleaners
Association, Annual Convention, Bentley Hotel,
Alexandria.**

**January 19 and 20—Oklahoma State Association of
Cleaners and Dyers, Annual Convention, Tulsa
Hotel, Tulsa.**

**January 19, 20 and 21—National Institute of Rug Clean-
ing, Annual Convention and Exhibit, Hotel Statler,
Boston, Massachusetts.**

**January 19, 20 and 21—Michigan State Association of
Cleaners and Dyers, Annual Convention, Hotel
Olds, Lansing.**

**February 7, 8 and 9—National Institute of Cleaning
and Dyeing, Annual Convention and Exhibit, St.
Louis, Missouri.**

**February 16 and 17—Indiana Association of Dyers and
Cleaners, Annual Convention, Hotel Lincoln, In-
dianapolis.**

**February 22 and 23—Utah State Cleaners Association,
Annual Convention, Newhouse Hotel, Salt Lake
City.**

**February 22, 23 and 24—Iowa State Cleaners & Dyers
Association and Nebraska Cleaners Association, Joint
Annual Convention, Hotel Fontenelle, Omaha,
Nebraska.**

**February 27 and 28—North Carolina Association of
Launderers and Cleaners, Annual Convention, Hotel
Robert E. Lee, Winston-Salem.**

**March 18 and 19—Arkansas Cleaners and Dyers As-
sociation, Annual Convention, Marion Hotel, Little
Rock.**

**April 23, 24 and 25—Laundry and Cleaners Allied
Trades Association and Laundry and Dry Cleaners
Machinery Manufacturers Association, Annual Con-
vention, The Greenbrier, White Sulphur Springs,
West Virginia.**

**May 29, 30 and 31—California Drycleaners Association,
Annual Convention, Santa Barbara.**



"I'm convinced . . . Distillation is the only sure way to quality cleaning at lowest cost"

— C. B. Rowland
Harrod Cleaners
Harrodsburg, Kentucky

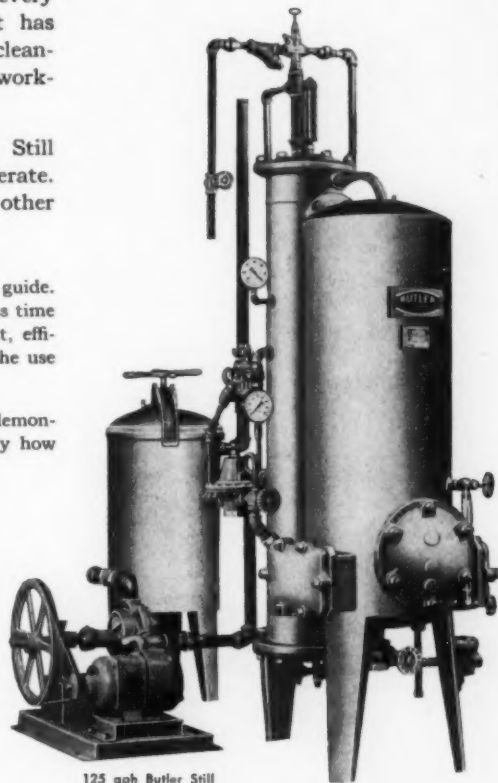
"Through the use of pure, active distilled solvent from our Butler Still, every department in our cleaning plant has become more efficient. We produce cleaning volume more easily, in fewer working hours.

"We especially like the Butler Still because it's easy and simple to operate. It requires less attention than any other piece of equipment in our plant."

Let Mr. Rowland's experience be your guide. Enjoy easier, better production . . . in less time . . . through distillation. And enjoy fast, efficient, low cost distillation . . . through the use of a Butler Still.

Your Butler Sales Representative can demonstrate to you, in your own plant, exactly how distillation the Butler way helps speed production at every stage in the cleaning process . . . how like-new distilled solvent improves quality . . . prevents waste . . . produces profits. The demonstration takes just a few minutes . . . and there's no cost or obligation to you.

Ask your Butler Representative to show you, or write today for more information.



125 gph Butler Still



BUTLER MANUFACTURING COMPANY

7452 E. 13th Street Kansas City 3E, Missouri

STILLS • FILTERS • PRESSES • WASHERS • EXTRACTORS • TUMBLERS
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10c a word for the first insertion and 8c a word for each subsequent consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15c a word, first insertion; 10c a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

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Advertisements in this department must be in our hands NOT LATER THAN THE 12TH OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other sections—WHERE DO YOU WISH TO LOCATE? Richard J. Muller—Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel.: REpublic 9-3016. 1451-2

CLEANING PLANTS—All sizes—locations. Excellent selected propositions. **PLANT OWNERS**—We can show you quick action. Have responsible buyers. We are America's foremost brokers. **DAVID JARET COMPANY**, 150 Montague St., Brooklyn 2, N. Y. Ulster 2-5600. Established over 28 years. 4154-2

For Sale: Solvent plant, doing mostly wholesale. Death of partner reason for selling. **Modern Cleaners**, 1730 E. 20th St., Long Beach, Calif. 4351-2

MICHIGAN—LAKE ORION. 40 miles north of DETROIT. Modern synthetic drycleaning plant. Building 40 x 100, two-story brick. New equipment. One branch store. Three trucks and routes. Good year-round business. Only plant in vicinity. Sell business and property or separately. Any reasonable offer will be considered. Home also available. Owner must sell. **A. W. WALKER, BOX 468, LAKE ORION, MICHIGAN.** 4354-2

New building with living quarters. Business, equipment and fixtures of modern drycleaning plant and tailor shop. Southern Wisconsin Lakeland area. \$32,000. **KIESLING REALTY & INS. AGENCY**, Lake Mills, Wisconsin. 4404-2

Old-established cleaning business for sale in **WEST PALM BEACH, FLORIDA.** ADDRESS: Box 4427, **NATIONAL CLEANER & DYER.** -2

Well-established plant catering to high-class clientele, noted for its quality work. Located central Texas. Owner wishes to retire or sell half interest. Money maker. ADDRESS: Box 4455, **NATIONAL CLEANER & DYER.** -2

A Cleaning plant—Wisconsin's finest petroleum; new equipment, doing \$1,000—\$1,200 weekly, below cost, \$15,000 down, good lease. ADDRESS: Box 4457, **NATIONAL CLEANER & DYER.** -2

FOR SALE: Successfully operating drycleaning plant in large city with 1,000,000 population, located in middle Eastern states. Price of \$125,000 includes plant buildings with complete modern equipment and twenty stores. Owner wishes to retire. ADDRESS: Box 4473, **NATIONAL CLEANER & DYER.** -2

SEATTLE: HAVE SEVERAL GOOD BUYS IN CLEANING PLANTS AND PRESS SHOPS. **KAPFLER REALTY**, 2905 McCLELLAN ST., SEATTLE 44, WASHINGTON. 4483-2

ARKANSAS' LARGEST DRIVE-IN CLEANING AND DYEING PLANT. Annual business \$75,000 with 80% cash-and-carry. Gross equipment—modern fixtures—inventorying at \$25,000. Ten-year lease on building with option for ten more. Rent reasonable. Price \$35,000—terms can be arranged. WRITE: **RALPH MIL-HOLLAND**, 4106 W. Markham, Little Rock, Arkansas. 4492-2

Well established modern 140F plant completely equipped. Good location. Northern California. Annual gross \$55,000 plus. Top prices, all retail. \$65,000 with real estate including good stucco 2-bedroom house next door to plant. Illness reason for sale. ADDRESS: Box 4497, **NATIONAL CLEANER & DYER.** -2

Men's Wear business for lease or sale. Also, if interested, a cleaning plant attached, also for lease or sale. Wayne L. Troutner, Winslow, Arizona. 4555-2

Springfield, Mass. Modern cleaning plant with stores grossing \$1,100 weekly. Expense \$700 week. Sell with or without real estate or consider partner. Must have \$15,000 to \$20,000 cash. See **Shah Realty Co.**, 1618 Main St., Springfield, Mass. 4493-2

LARGE MODERN SOLVENT PLANT AND LAUNDRY IN DAYTON, OHIO. Five stores, three agencies, two retail routes, all equipment and real estate included. 60% down. Will finance balance at 5%. Write: Box 4503, **NATIONAL CLEANER & DYER.** -2

Cleaning plant in best section of Houston, Texas, over 3,000 sq. ft. floor space. All new equipment. Boiler and air compressor large enough for shirt unit. Beautiful front and office. Possibilities unlimited. ADDRESS: Box 4506, **NATIONAL CLEANER & DYER.** -2

OKLAHOMA, where state law protects operator against cut prices. Choice cleaning plants in and near Tulsa, oil capital of the world. One real money-making small power steam laundry. Wm. O. Bohnfeld, 513 McBirney Building, Tulsa, Oklahoma. 4518-2

Long-established drycleaning plant in St. Petersburg, Florida. Priced below inventory. Ray Brandiff with Dowling Realty Co., 716 Central Avenue, St. Petersburg, Florida. 4519-2

Complete modern solvent plant with three branch stores in Eastern industrial city of 70,000. Established 17 years. 1950 volume \$63,000. Good profitable business, suitable for two partners. Reasonably priced, partially financed. Write: Box 4520, **NATIONAL CLEANER & DYER.** -2

Drycleaning plant, well equipped. Excellent business. \$7,500 will handle. E. P. Sailer, Advance Cleaners, 810 W. Lodi Ave., or 132 Sunset Drive, Lodi, Calif. 4522-2

Laundry and drycleaning plant in one of the fastest growing cities in the South. Population over 400,000. Operating eight city delivery trucks. Located on a very prominent street, ideal corner location for Cash and Carry. Under same management for 29 years. Buyer must have \$15,000 or \$20,000 cash, balance financed over 10 years on easy terms. Will lease building for five or ten years with option to buy. Owner wishes to retire. ADDRESS: Box 4523, **NATIONAL CLEANER & DYER.** -2

COMPLETE MODERN SOLVENT PLANT. Vicinity of Detroit, Michigan. Established 1929. Approximate annual gross \$125,000. Competent, well-trained staff. Equipped with 2 Washers, 1 Extractor, 3 Tumblers, 6 Presses, 3 Trucks, complete Cold Storage Vault (2,500-coat capacity). Sale or lease, owner retiring. Broker. ADDRESS: Box 4524, **NATIONAL CLEANER & DYER.** -2

By Owner—Modern solvent Indiana plant, factory town. Ideal for couple. Low rent. \$3,500. Terms. ADDRESS: Box 4525, **NATIONAL CLEANER & DYER.** -2

OLD ESTABLISHED CLEANING PLANT in western Michigan. Modern equipment, Hoffman Nu-Cleaning System. Doing excellent business, good prices, cash and carry. Part retail cleaning. Priced to sell. ADDRESS: Box 4527, **NATIONAL CLEANER & DYER.** -2

Profitable petroleum cleaning plant near **CARMEL—SANTA CRUZ** area in **SUNNY CALIFORNIA.** Low rent, good equipment, only plant in town. \$7,000 handles. P.O. Box 13, Freedom, Calif. 4570-2

CLEANING PLANTS FOR SALE (Cont'd)

SOLVENT PLANT IN CALIFORNIA. WHOLESALE AND RETAIL. POPULATION OVER 100,000. GROSS VOLUME FOR THE LAST SIX YEARS APPROXIMATELY \$150,000 PER YEAR. IT IS WORTH INVESTIGATING. INCLUDING BUILDING AND TRUCKS. ADDRESS: Box 4547, NATIONAL CLEANER & DYER. -2

BRAZIL'S famous AMERICAN-OWNED and OPERATED SOLVENT PLANT. In glamorous RIO DE JANEIRO where you swim 365 days a year. You NET 35-45% on your \$100,000 annual volume. You have all equipment complete with six trucks. Priced at \$90,000 without building, and property on which there is room for expansion. (We're serving only small part of city of 2,000,000.) Building can be purchased or you may have long lease at low rent. GOOD PRICES, LOW WAGES, NO LABOR UNIONS. Extremely LOW PERSONAL AND CORPORATE INCOME TAXES. For details: Write Box 4548, NATIONAL CLEANER & DYER. -2

Drycleaning plant, built new 1950, concrete block, 2-story building 30 x 70', 4-room all-modern apartment, steam heat, sun porch. A modern solvent plant, one of the nicest small plants in Florida, 3 presses. County-seat town with a winter population of 7,500, near Jet Bomb Base, main business section near three hotels, R. R. Station, large lake 1/4 mile away, plenty of business. Reason for selling, business interest in the North. Norris Cleaners, 104 E. Dakin Ave., Kissimmee, Florida. 4560-2

MODERN FULLY EQUIPPED SOLVENT PLANT includes storage vault and three trucks, over 20 years same location, MEMPHIS, TENNESSEE, doing wholesale and retail business. Priced right to sell due to illness. For details address: Box 4561, NATIONAL CLEANER & DYER. -2

WHOLESALE drycleaning plant, \$75,000. Terms. Cleaning plant and 4 drop stores. Many other propositions. FRANK DEUTSCHER, 16 Court St., Brooklyn 2, N. Y. Triangle 5-2313. 4567-2

CLEANING PLANTS WANTED

WANTED-PLANTS-ALL KINDS-New York, New Jersey, Connecticut. BUYERS WAITING-LIST YOURS, RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3016. 873-1

FUR STORAGE PLANTS

FUR STORAGE PLANTS FOR SALE. With or without DRY-CLEANING PLANTS. All locations. Exclusive listings for qualified buyers. FRANK DEUTSCHER, 16 Court St., Brooklyn 2, N. Y. Tel. Triangle 5-2313. 4316-21

Fur storage and drycleaning business, large volume. One of the most modern fur storage vaults in the Southwest, with bank door, refrigeration, etc. Complete drycleaning department, latest equipment, fast growing business. Retirement reason for selling. \$55,000 will handle. Alaska Fur Storage & Drycleaning Co., 2501 N. 7th St., Phoenix, Arizona. 4543-21

BUSINESS OPPORTUNITIES

PARTNER for solvent plant, underground system. Also bachelor laundry service. \$60,000 sales annually. Streamline Cleaners, 234 W. South St., Orlando, Florida. 4541-11

Wish to purchase active partnership in solvent plant-Phoenix or vicinity. Have low investment. Expansion ideas. Answer giving yearly volume investment required, phone number. ADDRESS: Box 4546, NATIONAL CLEANER & DYER. -11

EXPERIENCED MAN TO INVEST in beautiful new streamlined naphtha plant, just completed and operating with lowest overhead-Albany, N. Y. \$10,000 investment secured or partnership. ADDRESS: Box 4558, NATIONAL CLEANER & DYER. -11

FURS, REPAIR & REMODELING SERVICE

OUR FALL AND WINTER FEATURE: Any fur coat remodelled to new "handlebar-moustache stole" \$40 complete. Striped furs slightly more. Refashioned to new sling cape, \$50. Other REPAIRS AND REMODELS, CONVERSIONS, NEW GARMENTS, in fact all fur service "KATRED" to your needs. Send for new booklet with complete price chart, FREE. DAVID G. KAPLAN'S, KATR FURS (drycleaners' fur service), 146 W. 29th St., 8th Floor, New York City, N. Y. 4336-34

SITUATIONS WANTED

Wanted: Position as Manager, Supervisor or Assistant to Superintendent. Now employed as combination spotter, charge cleaning room of medium-sized quality plant. Sober, dependable, no floater's job wanted, want to better self. 15 years' experience. Graduate of two cleaning schools of wet cleaning and spotting. Employer will give references to workmanship, dependability. Family man, etc. Prefer vicinity Huntington, W. Va. Specialized 10 years spotting silks. ADDRESS: Box 4370, NATIONAL CLEANER & DYER. -5

SILK SPOTTER-25 years in drycleaning. A Hubbard graduate with the knowledge to produce quality work. Starting salary \$85 per week. ADDRESS: Box 4464, NATIONAL CLEANER & DYER. -5

Working Superintendent-first-class Silk Spotter, 25 years' plant experience. Best of references. Available now. A top man for top job. California preferred. Wire or write: Superintendent, 124 North High St., Huntington, W. Va. 4468-5

Silk Spotter-Manager-familiar in all departments of drycleaning, wants steady position in Metropolitan New York City. Married, sober, industrious, age 37-20 years' experience. ADDRESS: Box 4475, NATIONAL CLEANER & DYER. -5

SUPERINTENDENT, top Silk Spotter, NICD GRADUATE, experienced in all phases of plant operation, production minded, married, wants steady position with future. Minimum salary \$100 weekly. ADDRESS: Box 4509, NATIONAL CLEANER & DYER. -5

EXPERIENCED SILK SPOTTER AND DYER, able to instruct help, sober and reliable, wants position. Florida preferred. ADDRESS: Box 4535, NATIONAL CLEANER & DYER. -5

SALESMAN, Age 37, COLLEGE GRADUATE, EXPERIENCED IN TECHNICAL AND PRACTICAL PHASES IN DRYCLEANING INDUSTRY. WOULD LIKE POSITION AS SALES REPRESENTATIVE IN PROGRESSIVE COMPANY. EXPERIENCE IN SALES AND PRODUCTIVE WORK, WILL BE AN ASSET IN THE RIGHT JOB. ADDRESS: Box 4536, NATIONAL CLEANER & DYER. -5

Wanted position in South, January 1, 1952. Now employed as Supervisor in \$150,000 volume plant. 25 years' experience in all departments, pleasant disposition, understand human relations, specialized in training and handling new employees. Age 48 years, dependable, sober. Salary \$90 per week. ADDRESS: Box 4549, NATIONAL CLEANER & DYER. -5

MANAGER or SUPERINTENDENT-25 years' experience in the cleaning industry. Thorough knowledge of costs and productive methods. Prefer petroleum solvent plant. Available. ADDRESS: Box 4550, NATIONAL CLEANER & DYER. -5

SILK SPOTTER: Years of experience cleaning, spotting and plant supervisor. Capable of assuming responsibility. Wife is experienced wool spotter or store manager. Consider leasing plant. ADDRESS: Box 4551, NATIONAL CLEANER & DYER. -5

WORKING MANAGER, REPUTABLE SPOTTER, 20 years' quality experience in all phases of the industry. Administrative and technical expert, University graduate, New England or Metropolitan New York area preferred. Highest recommendations. ADDRESS: Box 4552, NATIONAL CLEANER & DYER. -5

DRYCLEANING MANAGER-EXPERT SILK SPOTTER, College and N.I.C.D. graduate. Veteran. Age 27, married, desires managerial position in the New York City vicinity. ADDRESS: Box 4553, NATIONAL CLEANER & DYER. -5

Wanted Manager's position or Supervisor's capacity. Well versed in drycleaning field. Fifteen years' experience, thoroughly dependable family man, strictly no alcoholics. Technical. ADDRESS: Box 4554, NATIONAL CLEANER & DYER. -5

Production, quality, laundry, drycleaning Superintendent. 25 years' experience, married, sober, steady, pleasant, 45 years old. Best references. Prefer Florida. Will go anywhere. ADDRESS: Box 4510, NATIONAL CLEANER & DYER. -5

HELP WANTED

Quality Drycleaner needed who can train new personnel in modern quality production of pressing and finishing. The possibilities are here for the right man. Small town West Texas shop. N.I.C.D. member. Good equipment. Living costs average or lower. High, dry climate; mild winters. ADDRESS: Box 3930, NATIONAL CLEANER & DYER. -7

Excellent opportunity for salesmen and distributors on most attractive line of Dry Cleaner Soaps and Spotters. Protected territory. The A. F. Wolke Co., New Albany, Indiana. 4247-7

Press Foreman—Male—Drycleaning plant, thoroughly experienced, capable of training help. Will have charge of forty people. Good salary. New Jersey Shore area. ADDRESS: Box 4446, NATIONAL CLEANER & DYER. -7

Superintendent for medium-sized synthetic drycleaning department, experienced in all phases of cleaning. Position with good future for the right man. Applicants give full details. Crystal Laundry, Cumberland, Maryland. 4491-7

Small shop in west Texas county-seat town, needs good combination cleaner and spotter. Shop is well equipped and quality is a must. ADDRESS: Box 4512, NATIONAL CLEANER & DYER. -7

Drycleaner and Spotter: Quality essential. Over draft age. Have excellent reference and qualifications. Salary \$75 a week and up. Medium-size petroleum solvent retail plant. Established over 50 years. Verbeyst Cleaners, Tulane St., Princeton, N. J. 4534-7

WANTED—SHOP FOREMAN FOR OHIO'S MOST MODERN QUALITY DRYCLEANING PLANT. MUST KNOW WOOL AND SILK FINISHING AND BE ABLE TO INSTRUCT AS WELL AS SUPERVISE PERSONNEL. MUST BE AN INDUSTRIOUS MARRIED MAN WILLING TO MOVE TO YOUNGSTOWN FOR RARE OPPORTUNITY TO EARN A GOOD SALARY IN A PERMANENT POSITION. WRITE FOR PERSONAL INTERVIEW STATING AGE, EXPERIENCE, REFERENCES TO LA FRANCE DRY CLEANERS, INC., 64 SOUTH FRUIT STREET, YOUNGSTOWN, OHIO. 4538-7

Working Manager for small store-contained drycleaning plant located in New England college town. Must be good spotter and capable of complete supervision of personnel and equipment. Opportunity for advancement and expansion program if capabilities proven. Give full details in application. ADDRESS: Box 4539, NATIONAL CLEANER & DYER. -7

SUPERINTENDENT, capable of handling production and instructing help in all departments. Modern safety solvent plant New York State. Wonderful opportunity for right man. Give age, marital status and experience in first letter. ADDRESS: Box 4540, NATIONAL CLEANER & DYER. -7

Drycleaning sales and service man for territory with headquarters either Atlanta or Birmingham. Institute graduate preferred, but good drycleaning background acceptable. ADDRESS: Box 4542, NATIONAL CLEANER & DYER. -7

Man with set of tools capable of servicing and maintaining drycleaning and pressing equipment. Excellent opportunity. Will set up in business. Lucrative field for right man—Albany, N. Y. ADDRESS: Greco, 278 Hudson Ave., Albany, N. Y. 4557-7

EXPORT OPENING—Butler Manufacturing Company desires the services of an experienced, executive-type salesman to handle export sales and distributors of drycleaning machinery. He must have a record of successful sales accomplishment and be thoroughly familiar with the drycleaning industry. He will be attached to the export division in Kansas City and will be expected to travel overseas for maintenance of distributor organization. Background in foreign trade and knowledge of Spanish desirable but not essential. Ability as correspondent is essential. Age, 26 to 45. This opening represents a permanent position with opportunities for advancement commensurate with results. Please reply in complete detail including past affiliations and references we are at liberty to use; education; marital status; age; freedom to travel; etc., all of which will be held in strict confidence. Address: Burrill O. Gottry, Sales Manager, Cleaners Equip. Div., Butler Manufacturing Company, Kansas City 3E, Mo. 4559-7

Presser, all around, quality, highest wages for right dependable person, year round, paid vacation and holidays, benefit and bonus. Experienced. References. Photograph. Towne Cleaners, Albany, N. Y. 4569-7

CONSULTANTS

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. HUBBARD TEXTILE CONSULTING BUREAU, SILVER SPRING, MARYLAND. 155-25

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. TEXTILE ANALYSIS SERVICE, 44 Fisherville Rd., Concord, N. H. 3635-25

AT LAST! Complete consulting service for your drycleaning problems at a fair cost. Solvent analysis and damaged garment analysis. Send your solvent samples and damaged garments to: C. A. Gault, Drycleaning Consultant, 31 N. Summit Street, Akron 8, Ohio. 4132-25

SALESMEN WANTED

Salesman with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirota Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

Excellent opportunity for salesmen and distributors on most attractive line of Dry Cleaner Soaps and Spotters. Protected territory. The A. F. Wolke Co., New Albany, Indiana. 4248-14

Technical salesman to sell and demonstrate drycleaning soaps. Must be free to travel. Give full background, sales experience, drawings and commissions. ADDRESS: Box 3664, NATIONAL CLEANER & DYER. -14

Salesman with contacts among drycleaners and laundries to sell straight pins, staples, office supplies and printing on profit sharing plan. State experience and what contacts you have. ADDRESS: Box 4337, NATIONAL CLEANER & DYER. -14

SALESMEN. An exceptional opportunity for ambitious, responsible men now selling (or who can sell) to the drycleaning and laundry trade. Earn \$100 per week and more representing nationally advertised patented Asbestos Press Pad (for use on free steam presses). Fully guaranteed. Will last for 5 years. Give complete details in first letter and territory covered. Firefly Asbestos Products, 175-N Bergen Street, Newark 3, N. J. 4568-14

MISCELLANEOUS

MAKE CLOTH COVERED BUTTONS AND BUCKLES. Serve your customers and save headaches. MAXANT BUTTON, 121 S. Morgan, Chicago 7, Ill. 147-8

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A SHORT, CONCISE AND ACCURATE GUIDE TO STEP-BY-STEP REMOVAL OF ALL SPOTS AND STAINS. EACH TYPE OF STAIN, ITS COMPOSITION AND REMOVAL IS COMPLETELY DESCRIBED ON INDIVIDUAL PAGES WITH THUMBNAILED INDEX. ORDER ONE NOW. PRICE \$4.00. "SPOTTER'S POCKET GUIDE," POST OFFICE BOX 265, SILVER SPRING, MD. 3595-8

ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES. Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of SLIP-ON BUTTON AND BUCKLE PROTECTORS. We know of no better way for a plant manager to judge our product. Over 2000 plants have used them. SLIP-ON BUTTON AND BUCKLE PROTECTOR CO., 2610 Clay Ave., Fresno 1, California. 3476-8

100 TALON TROUSER ZIPPERS \$15.00, other bargains in zippers, thread, buttons. Ask for our special sale price list and catalog. NASSAU NOTIONHOUSE, NASSAU, N. Y. 4376-8

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SUEDELEATHER elbow and knee PATCHES \$4.00 for 24-KNITTED CUFFS \$3.00 for 24—complete line of tailor trimmings, sewing room supplies at lowest price. Free price list. Nassau Notionhouse, Nassau, N. Y. 4454-8

PADS, COVERS, FLANNELS for laundry and drycleaning presses. Write for new reduced price list. FRANKLIN TEXTILE MILLS, Dept. N., Franklin Park, Mass. 4513-8

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ARE YOU A HUBBARD SCHOOL GRADUATE? Plant owners ask for them. No matter who or where you are, you get an "all-out" teaching service when taking a Hubbard Course. Ask for catalog covering ten approved courses. **HUBBARD CLEANING SCHOOL**, Silver Spring, Md. 154-B-15

Learn tailoring, alterations and repairs, or pattern designing in one of America's finest tailoring schools. Write for free booklet #2. **Empire Institute of Tailoring**, 442 E. 5th St., Hazleton, Penna. 3974-15

POWER PLANT EQUIPMENT FOR SALE

Forty horsepower high pressure boiler, bin feed stoker, return system and all electric controls. In A-1 condition. **Epstein's**, 166 Clinton Ave., North, Rochester, N. Y. 4341-36

SAVE OVER 50% ON HIGHEST QUALITY USED BOILERS, 10-500 Horsepower; Vertical, Firebox, HRT, Watertube. In stock for immediate delivery. All late models, government surplus, in perfect condition. Insurer's inspection guaranteed. **UNITED STEEL PRODUCTS CO.**, Mail: P. O. Box 4111, Memphis, Tennessee, Phone: 8-6509. 4517-36

20-HORSEPOWER CYCLOTHERM BOILER FOR SALE. 4 YEARS OLD. VERDICCHIO CLEANERS, MECHANICS-VILLE, N. Y. 4545-36

MACHINERY WANTED

WANTED: USED "HOFFMAN" UTILITY PRESSES, any model, any amount, located Texas near Mexican border. Address offers to: "M.A.T.S.A.," Dr. Pasteur 113, MEXICO, D. F., MEXICO. 4047-3

WANTED to buy: USED PLEATING MACHINES. Will pay reasonable price. Send details to Robert Winslow, 93 Bruce St., Littleton, Mass. 4397-3

WANTED—Mercury drycleaning units. Hoffman and Pantex H.C.9, pressing machines. Any amount. R. C. Cross, 3655 West Flagler, Miami, Fla. 4405-3

WANTED: One or more Cummins Perforators for dye work. TRUCOLOR DYE WORKS, 8000 Cooper Ave., Brooklyn 27, N. Y. 4528-3

Wanted: Used 10- or 12-foot beater with dust collector. Earl E. Woodward Carpet Co., 9846 Manchester Road, St. Louis 19, Missouri. 4564-3

Wanted three used Mercury Cleaning Units, also Bock Extractors. State condition, model, price, etc. **ADDRESS: Box 4565, NATIONAL CLEANER & DYER.** -3

MACHINERY FOR SALE

REBUILT TO WEAR WITHOUT REPAIR. Complete drycleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalogue or visit us. **IMPERIAL LAUNDRY MACHINERY CO.**, 245 Huron St., Brooklyn 22, N. Y. Tel Ev-9-6585. 832-4

For Drycleaning-Laundry Machinery try KEEL COMPANY, 7230 N. Western Avenue, Chicago 45, Illinois. 1463-4

New 100-gallon Whitlock-Branson Vacuum Stills, directly-connected explosion-proof motor pump sets. Ready for immediate delivery. **The Whitlock Manufacturing Co.**, Drawer 175, Hartford 10, Connecticut. 3351-4

AVAILABLE NOW IN YOUR LOCALITY. Bargains in good used equipment. **MARTIN EQUIPMENT CORPORATION**, 789 Hertel Avenue, Buffalo, New York. 3399-4

IMPERIAL Laundry Machinery Co., 245 Huron St., Brooklyn, N. Y. Ev-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection; reasonable prices and terms; one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 3607-4

Prosperity 6A; Sec; Columbia, Band Box, Mercury, and miscellaneous Petroleum equipment for sale at attractive prices. All in operating condition. **Martin Equipment Corporation**, 785 Hertel Avenue, Buffalo 7, N. Y. 3618-4

WHEN YOU'RE IN THE MARKET

for USED and REBUILT DRYCLEANING or LAUNDRY MACHINERY

write for our large list

IMPERIAL LAUNDRY MACHINERY CORP.

(Evergreen 9-6585)

249 Huron Street

Brooklyn 22, N. Y.

Prosperity 6A latest type, fully automatic Synthetic Unit, used less than 2 years. Can be seen in operation. Priced reasonably; can arrange terms. Trade-ins accepted. **IMPERIAL LAUNDRY MACHINERY CORP.**, 245 Huron St., Brooklyn, N. Y. Ev-9-6585. 3917-4

TEX-TAG MARKING SYSTEM. REASONABLE. WILL SELL ALL OR PART. ADDRESS: BOX 4172, NATIONAL CLEANER & DYER. -4

PROSPERITY 3B UNITS (2). ONE IS 55-POUND OPEN POCKET AND THE OTHER IS 50-POUND Y POCKET WITH FILTER AND STILL. BOTH ARE IN EXCELLENT CONDITION AND DAILY USE. NEILD CLEANERS, 2203 N. CHARLES STREET, BALTIMORE 18, MARYLAND. 4504-4

VIC SOLVENT SAVER—Perfect condition. Best offer over \$750. **LAMARR CLEANERS**, 401 Rockaway Avenue, Valley Stream, Long Island, N. Y. 4505-4

Three Grossair 36 x 30 drycleaning tumblers. Guaranteed in excellent condition. Motors 220 volts, 3 phase. Available in two weeks. Reason for selling, buying new Grossair 42 x 42 tumblers. Price \$350 each. **Concord Cleaners Inc.**, 80 So. Main, Concord, N. H. 4514-4

24 x 36 Hoffman Monel Washers and 20 x 20 American Washers, Monel, motor-driven, for wetcleaning, thoroughly rebuilt. Bargains. Also large stock of Washers, Extractors and Tumblers for cleaners. Joe Krauss, 24 Commerce Street, Newark, N. J. Market 2-329. 4529-4

For Sale: One new 5,000 gallon pressure type filter with clean-out and equipped with 20 Monel wire screens—\$1,000. ADDRESS: Box 4530, NATIONAL CLEANER & DYER. -4

FOR SALE—A complete 4-girl American Tiltor Shirt Unit. Excellent condition. Slightly used, \$2,500 including piping and valves. **Keystone Laundry**, Greensburg, Pa. 4531-4

DRYCLEANING EQUIPMENT—COMPLETE PLANT SET-UP. 3-36 x 54" Washers; 2-40" Extractors; 3-Huebsch Tumblers; 1-3,000 gal. Filter; 1-5,000 gal. Filter. All in excellent shape. Also Silk and Wool Finishing Equipment. **American Cleaners**, 6339 Penn Ave., Pittsburgh 6, Pa. 4532-4

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NEW SAN-I-SYSTEM Synthetic Drycleaning Machines. Complete factory service and Standard Warranty. Finance Terms arranged. **CLEANERS SERVICE COMPANY**, 314 W. Main Street, Belding, Michigan. 4566-4

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The old reliable "BERGER DAMAGE REWEAVING" serving the cleaners and tailors trade almost forty years. The finest type of skilled work only. Prompt service, reasonably priced. Our work wins you good will. Estimates cheerfully made. Return postage paid by us. If you want the "Best," mail your jobs to "BERGER DAMAGE REWEAVING COMPANY," 666 Madison Avenue, New York City 21, Dept. O. 148-29

REWEAVING, ONE DAY SERVICE: Cigarette burns, moth-holes, tears, spots in garments, linens and rugs, like new. Small jobs returned same day. Send garments for estimate. Established 1910. American Textile Weaving Company, 5 North Wabash, Chicago. 149-29

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RE-WEAVERS SINCE 1920. Send us your next damaged garment or ask for price-list. **FRENCH TEXTILE CO., 432 AVENUE "A," ROCHESTER, N. Y.** 153-29

"40% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully re-woven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

RE-WEAVING—Saves and renews damaged garments. Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE—227 Neas Building, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4052.** 1629-29

WHAT IS REWEAVING? It is not a piece of fabric woven over a damage. We do **BLENDED** French weaving (the best of single-thread reweaving), including fancy weaves and gabardines. **WHAT IS PIECE WEAVING?** It is not a matched pull-thru done with a sharp latch needle. On this work, we actually **WEAVE** the edges perfectly (there is a big difference). We offer consistent service, moderate prices, and good planned profit. Our work and service will convince you we know what we are talking about. Copyright 1950. **WEAVE MASTERS, INC., 413 Race St., Cincinnati 2, Ohio.** 3503-29

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Many plantowners all over America choose to give their customers **INWEAVING** (patented process for repair of RIPS, TEARS, BURNS, MOTH HOLES)—performed in **WICHITA FALLS, TEXAS.** Prompt service, **LIBERAL COMMISSION.** We pay return postage. Counter signs and truck decals furnished free. **THE INWEAVING COMPANY OF AMERICA, 11th & Holliday, Wichita Falls, Texas.** 4486-29

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REWEAVING (Cont'd)

RE-WEAVING. Complete **SALES KIT FREE** including signs, advertising mats, instruction book, pricing chart, work tickets and envelopes at **NO CHARGE.** We set you up in business—**NO INVESTMENT NECESSARY.** We **RE-WEAVE** the **EXACT PATTERN** in **ALL FABRICS**, eliminating all traces of damage. **FRENCH WEAVING**—both sides if you wish. Our complete re-weaving service will make you a satisfied, permanent customer. Send garment for estimate. **MONEY BACK GUARANTEE.** Write today. **CINCINNATI REPAIR SERVICE, 413 Race St., Cincinnati 2, Ohio.** We are not connected with any other weaving company. 4544-29

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LEARN REWEAVING. Genuine, single-thread, invisible **FRENCH REWEAVING** does not require special latch needles, special instruments or tools. I am in the business, teach our weavers and know. Why be fooled? Completely illustrated texts, instructions—Basic French Weaving \$15. Advanced French Weaving \$10. Piece Weaving (includes two instruments) \$10. Our simple, illustrated instruction sheet on Piece Weaving (over-weave, inweave, etc.) plus one instrument, only \$3. All the texts and two instruments \$30. Send for Free Information. **E. C. O'Hagan, c/o Weave Masters, 413 Race Street, Cincinnati, Ohio.** 3880-23

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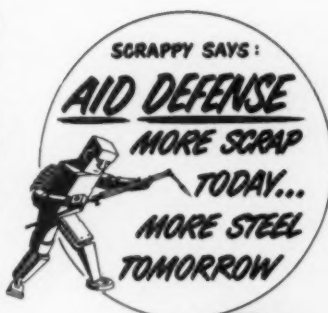
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NATIONAL CLEANER & DYER



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Scores of manufacturers and jobbers every year order hundreds of extra copies of the Guidebook of the Drycleaning Industry. These books are made available to key executives for reference purposes, and to salesmen and field representatives as a source of service information and to enable them to merchandise pertinent editorial contents and advertising.

And, although every year we try to anticipate this extra demand in our print order, latecomers are frequently disappointed.

If you plan to order extra copies of the big 1952 Guidebook, featuring "The Drycleaner's Guide to Good Maintenance" (full details on pages 62-63), please let us know right now what your requirements will be.

The Guidebook goes to press in the near future, and orders on hand will determine the press run.

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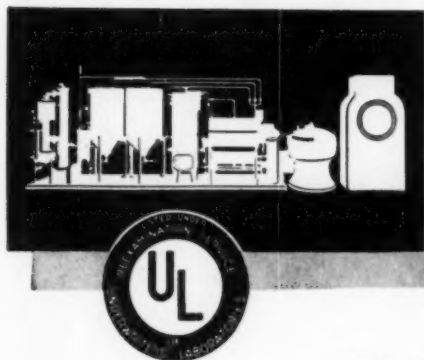


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